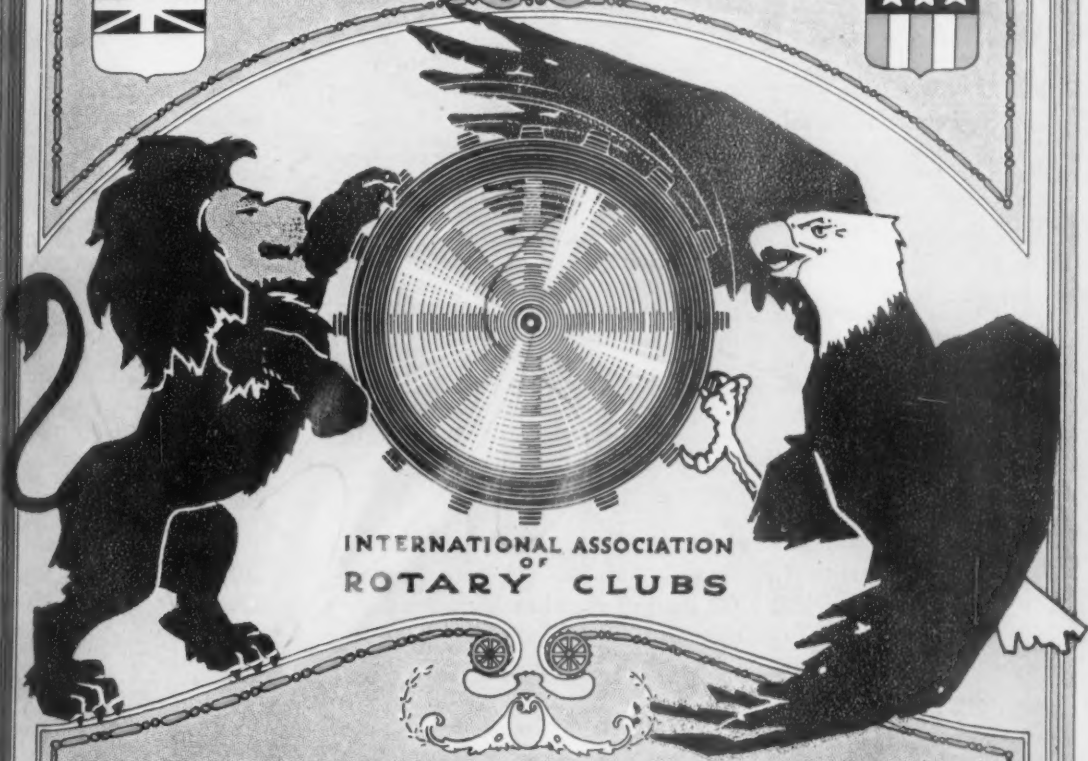


The Rotarian

V^ol. III

SEPTEMBER
1912

No. 1



INTERNATIONAL ASSOCIATION
OF
ROTARY CLUBS

This Issue Contains:

The Report of the Proceedings of the Duluth Rotary Convention.

Constitution Revised: International Association Established: Platform
Adopted: Hospitality of the Duluthians.

Reports of President Harris and Secretary Perry.

The Value of Trade Expansion Excursions.

Advertise for Profit—

EVERY one of your hard-earned dollars spent in advertising should bring back to you more than a dollar in clear profit on the goods your advertising sells.

Of course you can't make this absolute, as some of your advertising is bound to be experimental.

But, the nearer you can approach the ideal, the better.

And you can eliminate a good deal of uncertainty by using media of *proved pulling power*.

Here is what W. A. Shryer says about THE BUSINESS PHILOSOPHER in his new book, "Analytical Advertising":

"THE BUSINESS PHILOSOPHER, published by Mr. Arthur F. Sheldon, is a magazine used by The American Collection Service steadily since our first insertion was tried in January, 1909. The publication is large in neither size nor circulation, but has proved a very consistent puller. It is the only magazine, except System, which we have used practically every issue, for which reason a tabulated result of the advertising will be shown. * * *

"THE BUSINESS PHILOSOPHER has a circulation of some 30,000 and goes for the most part to students and graduates of Sheldon's School of Salesmanship. Its readers are obviously the kind of men to whom our proposition should appeal, as the great majority of them are ambitious, young men. * * *

"For the size of its circulation, THE BUSINESS PHILOSOPHER has pulled steadily for us to a rather remarkable degree."

Mr. Shryer follows this statement with a table of results, showing a good profit from advertising in THE BUSINESS PHILOSOPHER, covering a period of nearly three years.

IT'S RESULTS THAT COUNT
WRITE NOW FOR OUR RATE CARD

The Business Philosopher
P. O. Box 306 Libertyville, Illinois

Do You Really Want to Collect Those Slow Accounts?

Then Brother Rotarians you should try our special "service" to assist you in collecting—a service that can be depended upon to give results in reporting and remitting promptly without overcharges.

Our draft exemplifies this service by producing an average of 50% returns—when used correctly. You should try it out. We mean what we say—50%.

SMITH & SMITH,
171 Broadway, New York City

**Commercial Collectors for
Wholesalers --- Manufacturers --- Jobbers**

J. KENDALL SMITH, Member New York Rotary Club,

J. L. OLIVER, Member Cincinnati Rotary Club

3000 Gummed Labels \$1.00

Printed to Order in Two Colors and Postpaid

FENTON GUMMED LABELS

"A Lick and They Stick"

To let people know that you made or sold a certain good article to which the label is attached.

To tell its price.

To tell the slogan of your business methods.

To tell that a letter or package came from you.

To tell your business story in a thousand different places.

To advertise you here, there and everywhere at next-to-nothing cost.

No other concern has the equipment for making gummed labels of the better sort than we have—had to design some of it ourselves. Every part of this equipment means better labels for less money by cutting our cumbersome and time-wasting methods. **We say it boldly—no one else in the country can sell our kind of labels at our prices.**

Write for Catalog, showing different sizes and prices.

Fenton Label Company

9th & Thompson Streets Philadelphia, Penn.

CONSIGN

shipments of household
goods

TO THE
ORCUTT
Storage, Packing
and Moving
Company

4720-22-24-29-31-33 Easton Ave.

SAINT LOUIS

Fire Proof Warehouses

(Member Saint Louis Rotary Club)

Hotel Radisson *Minneapolis* **The Rotarian Hotel**



Rates:

Rooms with running water.....\$1.50 per day
Rooms with toilet.....\$2.00 per day
Rooms with bath, \$2.50, \$3, \$3.50, \$4 per day

Hotel Griswold **Detroit, Mich.**

A strictly modern and up-to-date hotel.
The finest cafe west of New York.

European Plan, \$1.50 per day and up

The Postal Hotel Co.
Proprietors

Represented in Detroit Rotary Club

New Perkins Hotel **Portland, Oregon**

Most Centrally Located
Modern Throughout

EUROPEAN PLAN
MODERATE RATES

Auto Bus Meets Trains

L. Q. SWETLAND, Manager
(Director National Association of Rotary Clubs)



The Rotary **Mackinaw**

The most popular garment today for all out-door sports; made in a double breasted Norfolk style, as illustrated, with a military collar; in gray and black, brown and black, red and black and green and black plaids. Absolutely all wool and guaranteed rain and wind proof. We carry a complete line of this popular garment for men, women and children.

Write us today for sample swatches and prices.

Kenney and Anker

Leading Distributors of the ROTARY Mackinaw
Duluth, Minnesota

The Rotarian

Chesley R. Perry, Editor and Business Manager

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SEPTEMBER, 1912

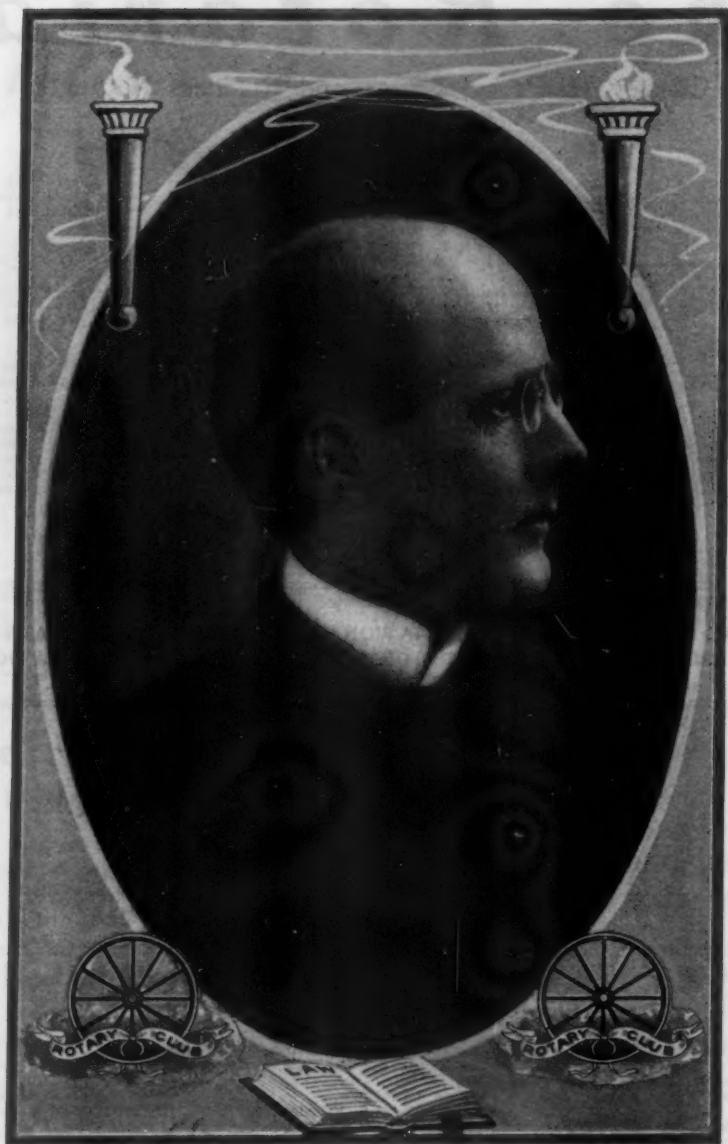
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PAUL P. HARRIS

Founder of the Rotary Club of Chicago, First President of the National Association of Rotary Clubs (1910-12), First President of the International Association of Rotary Clubs (Aug. 9, 1912). Received title of "President Emeritus" by vote of the Convention at Duluth, Aug. 9, 1912.

The Rotarian

Official Organ of the International Association of Rotary Clubs

Vol. III

SEPTEMBER, 1912

No. 1

A Review of the Proceedings of the Annual Convention of Rotary Clubs at Duluth, Minn., U. S. A.

August 6, 7, 8, 9, 1912

INTERNATIONAL in name as well as in fact has Rotary become. At Duluth, the "Zenith City" of the United States, on the 8th day of August in the year 1912, A. D., the erstwhile "National Association of Rotary Clubs of America" adopted a revision of its Constitution wherein is stated "the name of this organization shall be 'The International Association of Rotary Clubs.'" Delegate C. E. Fletcher of Winnipeg, Canada, made the motion for the adoption of the revised article on name which was unanimously carried with hearty applause, from the delegates and visitors.

A short while afterwards President Paul P. Harris put the question on the adoption as a whole of the revised Constitution and By-Laws. By a unanimous vote they were adopted and The International Association came into existence with Paul P. Harris as its first President, continuing as such until the election and installation on the following day of President Glenn C. Mead of Philadelphia.

Canada was the only country outside of the United States represented by voting delegates in the Convention, but cablegrams and letters of greetings and support were received from all the Rotary Clubs of Great Britain—Ireland, London, Manchester, Glasgow, Dublin and Belfast. Reports were also presented to the Convention showing that men in France, Germany and Switzerland have already taken preliminary steps towards the establishment of Rotary Clubs in those countries.

Provision has been made for a Vice-President of the Association for each country other than the United States and for the United States five Vice-Presidents have been provided geographically distributed. The President and other officers and the Directors may be elected from any country represented in the Association.

Among other items of constructive legislation by the Convention were the re-writing of the Rotary Platform and the Statement of Objects of the Association, the preparation of a comprehensive declaration of Objects for the adoption of the local Rotary Clubs, the adoption of an emblem for the Association with the recommendation that the same emblem be accepted and used by all the local Rotary Clubs.

Officers were elected as follows:

President—Glenn C. Mead of Philadelphia (Pa.), U. S. A.

Vice-Presidents—Robert H. Clark of Boston (Mass.), U. S. A.; George W. Clark of Jacksonville (Fla.), U. S. A.; W. J. Clubb of Winnipeg (Manitoba), Canada; Russell F. Greiner of Kansas City (Mo.), U. S. A.; Bob Mabry of Spokane (Wash.), U. S. A.; H. W. Stanley of Wichita (Kans.), U. S. A.

Treasurer—R. F. Chapin of Chicago (Ill.), U. S. A.

Secretary—Chesley R. Perry of Chicago (Ill.), U. S. A.

Sergeant-at-Arms—Peter E. Powers of Chicago (Ill.), U. S. A.

Directors—E. J. Filiatrault of Duluth (Minn.), U. S. A.; Mack Olsen of Des Moines (Iowa), U. S. A.; R. L. Queisser of Cleveland (Ohio), U. S. A.; H. L. Ruggles of Chicago (Ill.), U. S. A.; M. L. Wooley of San Francisco (Calif.), U. S. A.

When Secretary Chesley R. Perry arrived in Duluth two days in advance to the opening of the convention, he found the city already in gay attire and all its citizens ready and eager to extend the hospitalities of the city to all the delegates and visitors of the convention. The principal hotels and places of business were decorated with flags and bunting and the Rotary Emblem and particularly with a unique design consisting of the wheel in the center with side streamers announcing "We are Glad to See You" and "The City is Yours." President Filiatrault, Vice-President Thomson, Secretary Michaud, Treasurer Randall, Statistician Bate and other officers and members of the Duluth Rotary Club were on the job at all times, putting aside their personal business for the whole week and devoting their time and thought entirely to the entertainment of their guests.

All incoming delegations were met by committees with a brass band and escorted to their respective hotels. Nothing was left undone to make the stay of the visitors in Duluth satisfactory and enjoyable to them in every way.

The program of the week commenced with a noonday luncheon of the Duluth Rotary Club on Monday at the Holland Hotel. So largely was this meeting attended that all of the members were unable to find seats and many stood around the walls of the room to listen to the speeches made by delegates from Buffalo, Chicago, Minneapolis, Rochester, Toledo and other cities.

The Convention was called to order in the assembly room of the Commercial Club, Tuesday Aug. 6th, 1912, by President Paul P. Harris, who asked Rev. Dr. J. W. Kramer, a delegate from the Spokane Rotary Club to come forward and act as chaplain of the Convention. Dr. Kramer invoked the divine blessing on the work of the Convention and of all Rotary Clubs everywhere. Mayor J. A. McCuen of Duluth then gave the delegates a hearty welcome to the Zenith City and turned over to President Filiatrault a bunch of keys which he said would open



CHESLEY R. PERRY

Presiding Officer first Rotary Convention; Secretary of the National Association 1910-1912; unanimously elected as Secretary of the International Association by the Board of Directors August 9, 1912.

every door of enjoyment in the city. Mr. Filiatrault in turn presented the keys to President Harris who briefly responded with words of appreciation for the welcome and hospitalities offered.

President Harris then read his annual report (see page 19) which was listened to with the closest attention by everybody in the Convention Hall and greeted with long continued applause upon its conclusion.

Secretary Perry thereupon read his report (see page 27) which was received with hearty applause. President Harris offered a few words of appreciation for the work of the Secretary during the past two years, characterizing his work as splendid at all times but particularly satisfactory during the past year.

Treasurer Martin thereupon presented his report which consisted merely of a statement of the sums of money received and disbursed by the Treasurer, together

with a recommendation for simplifying the work of drawing checks.

The Secretary then called the temporary roll of Officers and Delegates as made up from credentials already deposited with him.

Committees were thereupon appointed as follows:

Committees.

Auditing Committee—Chairman, Director A. R. Stafford; C. E. Fletcher, Winnipeg; Chas. H. Howe, Syracuse; D. A. Young, Tacoma; Karl DeLaitre, Minneapolis; R. O. Castle, Lincoln.

Credentials Committee—Chairman, A. F. Rogers, Spokane; F. M. Carroll, Boston; Wm. Downie, Cleveland; O. H. Pitkin, Kansas City; Eugene Whittington, Oklahoma City; R. O. Castle, Lincoln; Loren H. Green, Jacksonville.

Topics Committee—Chairman, Wm. H. Oppenheimer, St. Paul; R. H. Clark, Boston; Roger M. Andrews, Los Angeles; Geo. J. Duncan, Omaha; Walter Hammer, Rochester; M. A. Thompson, Duluth; Frank J. Zumstein, Cincinnati.

Resolutions Committee—Chairman, Glenn C. Mead, Philadelphia; Thos. H. Noonan, Buffalo; Dr. Allen N. Kearby, Dallas; Mack Olson, Des Moines; Harry Beatty, Denver; J. R. Kinsloe, Harrisburg; D. E. Perkins, Oakland.

Resolutions of Thanks Committee—Chairman, W. S. Aldrich, St. Joseph; Eugene MacCan, New York; H. A. Crofts, Chicago; J. B. Leeman, Providence; Will Stephens, Los Angeles; L. A. Colton, Portland; H. H. Stalker, Toledo.

Committee on Model Constitution and By-Laws and the Revision of the National Constitution and By-Laws—Chairman, E. L. Skeel, Seattle; Ben D. Dixon, San Francisco; H. W. Stanley, Wichita; David C. Farrar, Pittsburgh; C. H. Hamilton, Louisville.

Emblem and Colors Committee—Chairman, George W. Clark, Jacksonville, Fla.; B. E. Pfeiffer, Buffalo; E. M. White, Davenport; W. U. Lovitt, Kansas City; W. C. Boyd, Philadelphia.

Upon motion duly carried, the minutes of the Proceedings of the 1911 Convention of the Association were adopted as printed without reading.

The various committee chairmen gave notice of meetings of their respective committees and announcements were made of the round table meetings of the Club Presidents and Club Secretaries.

A recess was then taken until Wednesday morning.

Tuesday Evening.

The round table gatherings and the committee meetings were called to order immediately after dinner Tuesday evening in various rooms at Headquarters in

the Holland Hotel. The rest of the delegates and visitors attended a reception given by the Rotary Club and the Commercial Club in the Commercial Club rooms, where they were joined later in the evening by the committeemen. The reception was a most delightful function and largely attended and was characterized by an informality most pleasing.

During the evening President Harris, Secretary Perry, Mr. Allen D. Albert of Minneapolis and others were called upon for impromptu addresses.

Wednesday.

Wednesday morning the Credentials Committee reported a list of delegates whose credentials they had approved and upon motion duly made and carried the report of the Committee and the delegates therein named were declared the sitting delegates of the Convention. (See page 17.)

At the Wednesday morning session, Dr. B. M. Rastall, a representative of the State of Wisconsin, held the attention of the delegates for nearly an hour with a most interesting and instructive talk on systematic Civic Development, for which the Convention extended a vote of hearty thanks (an extract from Dr. Rastall's address will be found on page 30).

Chairman Oppenheimer of the Topics Committee presented a report submitting several subjects for discussion by the Convention. Owing to our limited space no attempt has been made to report the discussions in detail. (No disrespect to the speakers nor lack of appreciation for their spirited debating of the topics is intended thereby.) A list of the topics discussed during the convention will be found on page 31.

Banking Reform in U. S. A.

President Harris then introduced Hon. Robert W. Bonyng of Denver, Colo., representing the National Citizens League. Mr. Bonyng delivered an able address upon the necessity of a reform of the banking and currency laws of the United States. (A synopsis of Mr. Bonyng's address will be found on page 34.)

It was voted that the Secretary of the Association should encourage the various Clubs of the United States, as far as might be possible, to arrange with the National Citizens League to have Mr. Bonyng de-

liver his address before them during the coming autumn and winter.

This concluded the business program for the day so that the automobile trip and the dinner might take place and so as to give opportunities for meetings of the committee, associate editors, trade divisions, etc.

Automobile Trip.

Immediately after luncheon on Wednesday the delegates and visitors assembled upon the Court House steps and a large photograph was taken of the group, a portion of which photograph will be found reproduced on pages 32 and 33.

seven o'clock and remained in their seats until after midnight—so interesting was the program. An orchestra furnished enjoyable music and a quartet led the audience in a song-fest, during which innumerable songs were presented containing happy hits upon the various officers of the Association and the delegates present from the various Rotary Clubs. The good fellowship was also enlightened by popular and local songs, which burst out now and then from the California, the Chicago, the Louisville, Pennsylvania and other delegations.

President Filiatrault of the Duluth Rotary Club presided and introduced the



JAMES E. FITZWILSON
(Boston)

Secretary of the first Rotary Convention; 2d Vice President of the Association 1911-12; Director 1910-11.



MAC MARTIN
(Minneapolis)

Treasurer of the Association 1911-12. Declined nomination for Treasurer of the International Association.

The upwards of 200 automobiles, which were in waiting, were then filled with the delegates and visitors and a trip made around the City of Duluth and over to Superior, Wis., where the city officials and the officers of the Rotary Club of Superior extended their hospitalities at an informal reception at the Hotel.

Informal Dinner.

The Rotary dinner held Wednesday evening in the banquet room of the Spaulding Hotel was a red letter event, which will long linger in the memories of those who were privileged to be present. About 500 men sat down to dinner at

speakers, first among who were Mr. Bentley P. Neff to extend the welcome of the Duluth Commercial Club, President Harris of the Association and Hon. A. O. Eberhart, Governor of the State of Minnesota. Governor Eberhart's address was a masterly effort and showed his keen appreciation of Rotarianism gathered by him not only from his knowledge of the three Rotary Clubs of his State, but from the fact that during the past year he had been privileged to visit with and speak before a dozen Rotary Clubs of the United States.

Then began the calling of the roll of the Rotary Clubs represented at the Con-

vention, and the President or some other officer of each Club responded with a speech in which he outlined the principles of Rotarianism as understood and practiced by his club or gave an explanation of some of the unique and profitable features developed in the work and meetings of his Club. One would naturally think that a program of thirty or more speakers would have proved to be a tiresome affair but there were no signs of weariness on the part of either the speakers or the listeners, and each speaker seemed to be inspired and able to say something different from what the other had to say. It is to be regretted that no arrangements were made

ceived and filed without action (see page 37).

The Resolutions Committee, Mr. Mead, Chairman, thereupon presented its report and the resolutions presented were discussed. Various resolutions adopted by the Convention will be found on page 29.

Owing to the volume of unfinished business yet to receive attention of the Convention, it was voted that the delegates should return to the Convention Hall after luncheon for another session instead of going on a boat trip up the St. Louis river. This was done but the boat trip was taken and enjoyed by the ladies and the visitors who were not delegates.

A supplementary report was received from the Topics Committee, Mr. Oppenheimer, Chairman, and discussions ensued upon some of the topics listed on page 31.

The Committee on a Model Constitution and By-Laws for local Rotary Clubs, Mr. Skeel, Chairman, thereupon presented its report, which was read by Mr. Stanley of Wichita for the Committee. The draft of the Constitution and By-Laws submitted was approved by the Convention and recommended to the various Rotary Clubs for adoption by them in so far as its provisions might prove to be in conformity with the requirements of local conditions, it being understood that the draft as submitted is merely an outline for the guidance for each Club and particularly for new Clubs which hereafter may be organized.

Dr. Kramer of Spokane, Mr. Elliot of San Francisco and Mr. Albert of Minneapolis, were appointed a special committee to meet with the Resolutions Committee and assist them in drafting a resolution covering closer fraternal relations between the members of a Rotary Club.

Invitations were received from the city of Port Arthur and the Rotary Clubs of Winnipeg, St. Paul, Minneapolis, Spokane, Omaha, Buffalo, Cincinnati, Jacksonville, and other cities urging the delegates and visitors to accept of the hospitalities of these cities while homeward bound.

Directors Elected.

During the recess a meeting of the General Committee was held for the election of Directors and the following were chosen:

E. J. Filiatrault, Mack Olsen, H. L. Ruggles, M. Louis Wooley. (Later by



WERNER HENCKE
(St. Louis)

Sergeant-at-Arms of the first three Rotary Conventions. Always on the job.

to secure a stenographic report of the speeches and thereby perpetuate the inspirations of this meeting.

Thursday.

Thursday morning's session opened with the reading of the report of the Committee on Public Affairs, National, which was read by Mr. A. R. Stafford of St. Louis in the absence of Chairman C. W. Rutledge of the same city. After some discussion the report was merely received and filed without action (see page 35).

The report of the Committee on Trade Relations, Local, was then read by R. R. Rogers of San Francisco in the absence of George H. Eberhard of that city. After some discussion the report was merely re-

the Board of Directors, R. L. Queisser was elected a Director to fill a vacancy.)

The Thursday afternoon session opened with discussions of matters reported by the Topics Committee.

Greetings were received from the Rotary Club of Spokane; Thos. K. Smith of Syracuse; E. J. Berlet, President of Philadelphia Rotary Club; L. Minford Hum-

apolis; Sergeant-at-Arms, Werner Hencke of St. Louis.

Constitution and By-Laws.

The Committee on the Revision of the Constitution and By-Laws of the Association, Mr. Skeel, Chairman, then presented its report, which was read by Mr. Stanley for the Committee. The revision was carefully considered by the Convention article by article and section by section. Amendments and substitutions were presented and discussed and voted upon, but no material change was made in the report of the Committee. The proposal to have each Convention select the city for the next Convention was earnestly supported by many delegates but the final decision was to leave the selection of the Convention City to the Board of Directors with the proviso that the decision of the Board must be arrived at within 90 days after the close of each Convention.

The proposal to eliminate any representation in the Convention by proxy was hotly debated and lost by a tie vote. It was the sense of the Convention that the matter of proxy representation should be considered and reported upon by the Committee on Constitution and By-Laws to be appointed for the coming year.

The following summary gives the principal changes in or amendments to the



E. J. FILIATRAULT

President Duluth Rotary Club; Director of the International Association. Declined nomination for President in favor of Mr. Mead.

richhouse of Philadelphia; Rotary Club of Lincoln; Wm. Robinson, President, and F. J. Dreher, Secretary, Harrisburg Rotary Club; E. G. Shorrock, President Seattle Rotary Club; H. J. Hayes, President Rotary Club of San Antonio; D. L. Aronson, Secretary Oakland Rotary Club; J. O. Chenoweth, Vice-President St. Louis Rotary Club; Rotary Club of Belfast; Rotary Club of Glasgow; Rotary Club of Dublin; Rotary Club of London.

The "Old Guard."

Announcement was made of the founding of the "Old Guard," the membership being composed of and limited to those who were delegates or visitors to any one of the first three Conventions (Chicago, Portland, Duluth). The Officers of the "Old Guard" were announced: President, Paul P. Harris of Chicago; Vice-President, Charles M. Elliot of San Francisco; Secretary, Mac Martin of Minne-



JAMES H. CONLON

Secretary and Associate Editor of the Pittsburgh Rotary Club. He did his part to keep the Convention in good humor.

Constitution and By-Laws of the Association. (The complete Constitution and By-Laws will be printed in pamphlet form for distribution to the various Rotary Clubs.)

A rising vote of thanks was given to the Committee for its work.

A Summary of the Principal Changes Made in the Constitution and By-Laws of the Association.

Name changed to International Association of Rotary Clubs.

Objects. See page 18.

Membership. Provision made for resignation of membership by a Club.

Representation in Convention. Officers and Directors of the Association and General Committeemen are given seats and votes in the Convention. A general Committeeman may be represented by a proxy to a delegate from his Club. Clubs located outside the countries in which the Convention is being held, may be represented by proxies to members of other Clubs.

Vice-President. Office of first and second Vice-President abolished. Geographical division of the United States made into Eastern, Southern, Central, Western and Pacific divisions with a Vice-President for each division. One Vice-President provided for each country outside the United States.

Directors are elected for one year instead of for three years.

Presidency in the event of a vacancy is to be filled by the election of one of the Vice-Presidents by the Board of Directors.

Official Publication. Provision made requiring each affiliating Rotary Club to cause each of its members to subscribe to The Rotarian at a subscription price of not to exceed 50 cents United States currency annually in clubs of twenty-five or more subscribers and such subscriptions to be collected by each club as a part of or in addition to its regular dues.

Committees. Executive Committee to be elected by the Board of Directors from its members. Committees to be appointed by the President, on Business Methods, on Public Affairs, on Inter-City Trade Relations, on Official Publication, on Convention Program and Topics, on Credentials, on Books and Accounts, on Constitution and By-Laws, on Resolutions.

Books and Forms for Clubs to be supplied hereafter at cost to all clubs as elected to an amount not exceeding Twenty-Five Dollars (\$25.00).

Surprise for President Harris.

Thursday evening there was a boat excursion on the Bay for the delegates and visitors, who found upon their return to the city, that the Duluth Rotary Club had arranged further entertainment in the form of an informal dance at the Coliseum. About the middle of the dance program, President Filiatrault interrupted the proceedings and gathered everybody in a large circle with President Harris in

the center. Mr. Filiatrault addressed a few well chosen remarks to President Harris, expressing the appreciation of all Rotarians for the great work accomplished by Mr. Harris, and then on behalf of the delegates and visitors to the Convention, presented him with a beautiful gold watch as a personal token of appreciation from those in attendance at the Duluth Convention. It was a complete surprise to Mr. Harris, and he was so overcome that he was unable to do anything but briefly and sincerely express his thanks. It is now the proper procedure upon meeting Mr. Harris anywhere to inquire of him the time of day.

Friday.

Upon the opening of the Friday morning session, a request was received from the Rotary Club and the Commercial Club of Duluth for the delegates and visitors to write out and leave with the President of the Rotary Club, any suggestions which they might be willing to make for the betterment and improvement of the City of Duluth in any way. It is understood that many valuable suggestions were offered and thankfully received by the Duluthians.

Mrs. Ida C. Buell requested permission to address the Convention upon the matter of the Association permitting the affiliation of the Women's Rotary Club of Duluth and similar Clubs of other cities. The request was granted and Mrs. Buell proved herself an interesting and entertaining speaker. No action was taken.

Non-Resident Members.

The subject of non-resident members for local Rotary Clubs was taken up and discussed. Explanations were made by R. R. Rogers of San Francisco and others from Clubs which have adopted non-resident memberships. No action was taken by the Convention on the matter but provision was made for the appointment of a Special Committee to consider and report upon the advisability of a non-resident membership, for local Clubs and the relationship of such membership to the Association.

St. Louis Offers Prize.

President Stafford of the St. Louis Rotary Club, presented a St. Louis Rotary Club pennant to each of the Clubs represented at the Convention and announced that his Club would deposit with the In-

ternational Association \$50.00 in gold to be delivered to the Club that shows, from the first of the coming September, the greatest percentage in increased attendance from that time on to the meeting of the next Convention.

The Committee on Emblem and Colors, Mr. George W. Clark, Chairman, then presented its report, which was read by Mr. Boyd of Philadelphia for the Committee. The report was discussed and modified in some particulars and then adopted (see page 29).

Mr. H. H. Stalker of Toledo, presented a resolution providing that local Rotary Clubs should exclude from membership representatives of lines of business participating in or benefiting from the manu-



A. R. STAFFORD

Director of the Association 1910-12; President of the St. Louis Rotary Club which offers the \$50 prize for increased attendance.

facture or sale of intoxicating liquors. After a brief discussion the resolution was laid upon the table.

The Committee on Resolutions of Thanks, Mr. Aldrich, Chairman, then presented its report (see page 31) which was adopted by a unanimous rising vote.

In pursuance of the custom established at the Portland Convention of calling to the chair, during the time of nomination and election, all officers and representatives of the Club of the Convention City, President Harris requested President Filiatrault, of the Duluth Rotary Club, to take the chair and preside over the Convention, which Mr. Filiatrault did.

The Secretary then proceeded to call the roll of the Clubs for the presentation of invitations for the holding of the next Convention.

Invitations from Cities Desiring to Entertain Future Conventions of the Association.

President Thomas H. Noonan of Rotary Club of Buffalo presented letters of invitation for the 1913 Convention from the Rotary Club of Buffalo; from Louis B. Fuhrmann, Mayor of Buffalo and from the Buffalo Chamber of Commerce.

Letters and telegrams urging the selection of Cincinnati as a meeting place for the 1913 Convention were presented by Frank J. Zumstein, President, and Charles Wilberding, Secretary of the Cincinnati Rotary Club from the Cincinnati Rotary Club; the Cincinnati Commercial Association; Henry T. Hunt, Mayor of Cincinnati; the Cincinnati Hotel Association; the Cincinnati Chamber of Commerce and Merchants' Exchange; the Business Men's Club of Cincinnati.

A letter was received from Homer H. Johnson, President of the Cleveland Chamber of Commerce and H. G. Davies, President of the Convention Board of Cleveland Chamber of Commerce presenting the qualifications of Cleveland the sixth city for the meeting of 1914 Convention.

Letters and telegrams, urging the holding of the 1913 Convention in Dallas, Texas, were received from the Dallas Rotary Club; from President Lewin Plunkett and Secretary Fred E. Johnson of the Dallas Rotary Club; from President W. M. Holland, Mayor of Dallas; from President C. W. Hobson and Secretary J. R. Babcock of the Dallas Chamber of Commerce; by C. F. Blanke, Tea and Coffee Company; from the Texas Glass & Paint Company; and from F. G. Cox.

Letters and telegrams urging the holding of the next Convention in Spokane were received from Spokane Chamber of Commerce; Colville Chamber of Commerce; Wallawalla Commercial Club; the Yakima Commercial Club; the Fairfield Commercial Club.

A letter and an engrossed invitation was received from the Chicago Association of Commerce extending the hospitality of Chicago for the 1913 Convention.

A telegram was received from Winnipeg Rotary Club extending an invitation to hold the 1914 Convention in Winnipeg.

Mr. Charles M. Elliot, Vice-President of Rotary Club of San Francisco, presented a handsomely engrossed invitation from the President and Directors of the Panama-Pacific Universal Expedition extending an invitation for the Association to hold its 1915 meeting in San Francisco.

Nominations.

Chairman Filiatrault then announced that nominations for and the election of officers would be next in order.

Nominations were thereupon made for the respective officers as follows:

For President—Mr. Skeel of Seattle nominated Glenn C. Mead of Philadelphia. Mr. Stafford of St. Louis nominated E. J. Filiatrault of Duluth.

For Vice President for Canada—Mr. Rogers of San Francisco nominated C.

heimer of St. Paul nominated George W. Clark of Jacksonville, Fla.

For Vice President of the Central Division of the United States—Mr. Pierce of Kansas City nominated Russell F. Greiner of Kansas City.

For Vice President of the Western Division of the United States—Judge Noonan of Buffalo nominated Harry W. Stanley of Wichita.

For Vice President for the Pacific Division of the United States—Mr. Andrews of Los Angeles nominated Bob Mabry of Spokane.

For Treasurer—Judge Noonan of Buffalo nominated Mac Martin of Minneapolis. Mr. Martin withdrew his name. Mr. DeLaittre of Minneapolis nominated D. C. Farrar of Pittsburg. Mr. Farrar declined the nomination and withdrew his name. Mr. Lovitt of Kansas City nominated R. F. Chapin of Chicago.

For Sergeant-at-Arms—Mr. Martin of St. Louis nominated Werner Hencke of St. Louis. Mr. Pitkin of Kansas City nominated Peter E. Powers of Chicago.

Mr. Filiatrault expressed to the Convention his high appreciation of the honor done him in presenting his name as a candidate for President of the Association, his belief in Mr. Mead as the proper man to fill the President's chair and withdrew his name and seconded the nomination of Mr. Mead.

Election.

There being no other nominations, upon motion duly made, seconded and carried, it was voted that the Secretary should cast the unanimous ballot of the Convention for each of the following for his respective office.

For Glenn C. Mead as President.

For George W. Clark as Vice President.

For Russell F. Greiner as Vice President.

For Harry W. Stanley as Vice President.

For Bob Mabry as Vice President.

For R. F. Chapin as Treasurer.

The Secretary cast the several ballots as directed and the presiding officer declared the foregoing duly elected to their respective offices.

The presiding officer appointed tellers and the Secretary proceeded to call the roll of officers and delegates for a ballot



C. H. HAMILTON

Secretary of the Louisville (Ky.) Rotary Club. An active member of the Committee on Revision of the Constitution and By-Laws.

E. Fletcher of Winnipeg. Mr. Fletcher declined the nomination, withdrew his name and nominated W. J. Clubb of Winnipeg.

For Vice President for the Eastern Division of the United States—Judge Noonan of Buffalo nominated B. E. Pfeiffer of Buffalo. Mr. Stearns of Tacoma nominated Robert H. Clark of Boston. Mr. Leeman of Providence nominated J. E. Fitzwilson of Boston.

For Vice President of the Southern Division of the United States—Mr. Oppen-

upon the candidates for Vice President for the Eastern Division of the United States, and upon the candidates for Sergeant-at-Arms. The ballots were taken and the tellers retired to count the ballots.

Installation.

President Harris resumed the chair and instructed the Secretary to escort to the platform the various officers-elect, which was done and each of the officers made a brief speech of acceptance.

The tellers thereupon reported the result of the ballots counted by them to be, that Robert H. Clark had been elected Vice President for the Eastern Division of the United States and Peter E. Powers had been elected Sergeant-at-Arms.

President Harris declared Messrs. Clark and Powers duly elected to their respective offices. The Secretary escorted Mr. Clark to the platform and Sergeant-at-Arms Hencke escorted Mr. Powers to the platform. These two gentlemen made brief speeches of acceptance.

Mr. Harris then presented his inkstand

gavel to President Mead, who received the same as symbolical of the work of the President's office throughout the year as well as during the Convention.

President Mead thereupon announced that the Directors meeting to be held immediately at the close of the Convention, would be adjourned to reconvene at two o'clock at the Holland Hotel.

President Emeritus

Mr. Aldrich of St. Louis moved that Mr. Harris be elected President Emeritus of the Association; the motion was seconded and adopted.

President Mead: "Mr. Harris will you accept the honor of President Emeritus of the International Association of Rotary Clubs?"

Mr. Harris: "I do not feel capable of adequately expressing my appreciation of the honor."

Upon motion duly made, seconded and carried, the Convention stood adjourned, sine die.

President Glenn C. Mead

Glenn C. Mead, the new president of the International Association of Rotary Clubs, was born in Erie county, Pennsylvania, U. S. A., in 1870, and received his education in the common schools of that state, and his higher education at Phillips Academy, Exeter, N. H., and at Harvard College, from which institution he was graduated in 1891 in the same class with Postmaster General Frank Hitchcock and Congressman Nicholas Longworth.

For several years after graduation from College Mr. Mead was an instructor in classics in the Episcopal Academy in Philadelphia, employing his leisure time in the study of law, and eventually gaining admission to the bar of Philadelphia in 1900. From that time until the present he has been actively engaged in the practice of law in Philadelphia, having been associated from 1900 to 1908 with former Judge James Gay Gordon, a leading lawyer and public man of Philadelphia and Pennsylvania.

Mr. Mead was active in politics as an independent Republican and reformer from the

time of his admission to the bar, and upon the success of the reform movement in the fall elections of 1911 in Philadelphia was appointed Assistant City Solicitor.

Since 1908 Mr. Mead has conducted his own law practice, from which he found time in 1910 to assist in organizing the Rotary Club of Philadelphia, of which he was the first president, serving from November, 1910, until June, 1912. Under his leadership this club has taken rank with the older business organizations of Philadelphia, exhibiting an activity and spirit that promises great usefulness in the business and civic fields.

At the Portland Convention in 1911, Mr. Mead was elected a Director of the National Association of Rotary Clubs. At the Duluth Convention he served as chairman of the Committee on Resolutions. He was chosen President of the Association by the unanimous vote of the Convention.

(President Mead's remarks in accepting his office will be found on page 60.)

PRESIDENTS' ROUND TABLE.

Anyone who could have looked into the San Francisco headquarters on the evening when the club presidents held their round table for discussion of club matters, would have thought it a little convention all to itself. The Editor was unable to multiply himself sufficiently to cover everything that was doing but he has it upon good authority that the presidents' round table was a great success. The only complaint was that they didn't have time enough to complete their discussions. This will have to be arranged at the next Convention.

SECRETARIES' ROUND TABLE.

However, the Editor was in the meeting of the club secretaries for a part of the time and can vouch for the earnestness of these younger men who sat with note books in hand and plied each other with questions and developed ideas and discussed the problem of their work. We ought to secure a place similar to the clinical operating room of the Medical College and make the club presidents and secretaries hold their meetings in the pit in the center and give the rest of the Rotarians an opportunity to get seats on the benches where they could listen to the discussions.



Photo by Phillips

GLENN C. MEAD.

President International Association of Rotary Clubs.
(See sketch on page 14.)

A DIFFERENCE OF 78 YEARS.



Marion Roth Mrs. Chapin

The Chicago Rotary Club claims to have furnished both the oldest and the youngest person among all the delegates and visitors at the Duluth Convention—Mrs. J. F. Chapin, 81 years of age, and Miss Marion Elizabeth Roth, 3 years of age.

Mrs. Chapin is the mother of Rufus Fisher Chapin, Treasurer of the International Association of Rotary Clubs, and when not busy drawing his \$1.00 a year salary from the Association, Mr. Chapin acts as Secretary of the Union Trust Company, the Rotary Bank of Chicago.

Miss Marion is the daughter of G. A. Roth, a member of the Chicago Rotary Club representing Roth Brothers who make the famous Rothmotors.

Those who were at Duluth found it hard to decide which of these two ladies was the livelier, but all were agreed that they were both capital Rotarians.

Special Entertainment for the Ladies a Feature of the Duluth Convention.

For the visiting ladies the wives, mothers, sisters and daughters of the Duluth Rotarians planned and successfully carried out special series of trips and excursions, teas and banquets, which not only gave them a thorough view of Duluth but a jolly informal good time.

The luncheon to the women at the Woodland Cafe of the St. Louis Hotel on Tuesday afternoon was one of the hits of the Convention. The tables were beautifully decorated with various kinds of flowers while the menu cards were artistic, novel and fetching. The menu cards were done in red with an artistic picture adorning the cover. Enclosed was a sachet bag, the menu being painted in black letters on the front.

The informal banquet for 150 Rotarian ladies held at the Commercial Club on Wednesday closed an eventful day for the visiting women who began it with a trip by automobile to Lester Park and an inspection of the Government Fish Hatchery in the morning and then accompanied by the men of the Convention they had a motor trip around the boulevards in the afternoon.

Miss Jessie Gibson, the Duluth singer who has recently returned from Weimar, Germany, where she has been studying music with Frau Anna Quensel-Saal, sang the Elizabeth aria from Tannhauser, "Arie aus Samson," Saint-Saens, and some charming German and Scotch folk songs. In the former her rich soprano voice of grand opera volume and timbre was given its best opportunity, but the

folk songs were even more fully appreciated by her hearers. Mrs. Elizabeth Morton Dworshak was at the piano.

Mrs. B. J. Pierce of Kansas City sang several appealing little songs and was heartily applauded. Exquisite instrumental music was given by Miss Wally Heymar, violinist, Miss Florence Lawson, cellist, and Miss Alice Mae Brown, pianist and vocalist.

The three tables running the length of the dining room with a fourth and shorter one across one end were gaily decorated with the blue and gold of the Rotary Club, purple asters and coreopsis in large baskets being used at intervals with ferns strewn over the tables between.

The idea of informality forbade any prepared toasts but at the close of the banquet, Mrs. Thompson of Kansas City made an impromptu little speech of thanks to the Duluth women who in turn thanked the management of the Commercial Club and the St. Louis Hotel.

Thursday morning the ladies were given a trolley ride by chartered cars from one end of the city to the other, joining the men at 2 o'clock in the afternoon on a boat trip up the St. Louis river to Fond du Lac and also accompanying them in the evening on a boat excursion around the Horn concluding the evening with an informal dance at the Coliseum.

On Friday there was a shopping tour and a general inspection of the city including a trip up the incline and out on the point.

Committeemen in Attendance at the Convention of 1912 at Duluth.

Boston—Robert H. Clark, Dr. Ervin A. Eastman, Francis M. Carroll, Wm. J. Sholar, *J. E. Fitzwilson.
 Buffalo—Burton E. Pfeiffer, Thomas H. Noonan, Geo. W. Riley, (One proxy), *R. E. Pfeiffer.
 Chicago—R. F. Chapin, H. A. Crofts, W. S. Miller, H. L. Ruggles, Geo. Landis Wilson, *Paul P. Harris.
 Cincinnati—F. O. Stone, Frank L. Taylor, C. B. Wilberding, *F. O. Stone.
 Cleveland—Robt. L. Gueisser, Wm. Downie, (One proxy), *Wm. Downie.
 Columbus—H. S. Warwick, *H. S. Warwick.
 Dallas—Dr. A. N. Kearby, *Dr. A. N. Kearby.
 Davenport—W. H. Korn, *W. H. Korn.
 Dayton—C. L. G. Breen, *C. L. G. Breen.
 Denver—Harry M. Beatty, *Harry M. Beatty.
 Des Moines—Frank O. Evans, Mack Olsen, *Frank O. Evans.
 Duluth—Malcom A. Thompson, Thos. J. St. Germain, *Frank Randall.
 Harrisburg—J. R. Kinsloe, *J. R. Kinsloe.
 Jacksonville—Geo. W. Clark, *L. H. Green.
 Kansas City—Walter U. Lovitt, B. J. Pierce, O. H. Pitkin, Otto Wittman, *Russell F. Greiner.
 Lincoln—W. E. Morley, R. O. Castle, D. T. Cook, *R. O. Castle.
 Los Angeles—Roger M. Andrews, Will Stephens, (One proxy), *Roger M. Andrews.
 Louisville—C. H. Hamilton, *T. L. McGill.
 Minneapolis—B. Frank Collins, Karl DeLaitre, H. R. Shepardson, Geo. L. Lang, *Allen D. Albert.
 New York—Eugene G. MacCan, *Eugene G. MacCan.

Oakland—Robert Robertson, J. E. Henderson, D. E. Perkins, *Robert Robertson.
 Oklahoma City—Eugene Whittington, (One proxy), *Eugene Whittington.
 Omaha—George J. Duncan, *Geo. J. Duncan.
 Philadelphia—C. A. Tyler, Weston C. Boyd, Glenn C. Mead, Geo. P. Smith, *Geo. P. Smith.
 Pittsburg—David C. Farrar, Jas. Conlon, *David C. Farrar.
 Portland—L. A. Colton, (Three proxies), *L. A. Colton.
 Providence—J. B. Leeman, (One proxy), *J. B. Leeman.
 Rochester—Walter A. Hammer, (One proxy), *Walter A. Hammer.
 Salt Lake City—Sam R. Neel, *Sam R. Neel.
 San Francisco—H. R. Basford, B. D. Dixon, C. M. Elliot, R. R. Rogers, *C. M. Elliot.
 St. Joseph—W. S. Aldrich, *W. S. Aldrich.
 St. Louis—A. R. Stafford, G. W. Martin, Werner Hencke, (One proxy), *A. R. Stafford.
 St. Paul—Wm. H. Oppenheimer, J. Villiaume, W. J. Bennett.
 Seattle—E. L. Skeel, (Four proxies), *E. L. Skeel.
 Spokane—Bob Mabry, J. W. Kramer, W. T. Ellwanger, F. L. Simmons, L. C. Barrett, *A. F. Rogers.
 Superior—B. J. Culbertson, *J. P. O'Connor.
 Syracuse—Chas. H. Howe, *Chas. H. Howe.
 Tacoma—Wm. G. Stearns, Delbert A. Young, *A. H. Bassett.
 Toledo—H. H. Stalker, *H. H. Stalker.
 Wichita—Harry W. Stanley, (One proxy), *Harry W. Stanley.
 Winnipeg—C. E. Fletcher, W. J. Clubb, *L. T. Rumford.

*General Committeemen.

Trade Expansion

HERE is the opportunity for you to make a trade expansion excursion into sixty leading cities of the United States, Canada and Great Britain. Advertise in *The Rotarian* and you will be introduced to six thousand active up-to-date business and professional men.

Rotary Platform

(Adopted August 9th, 1912)

Recognizing the commercial basis of modern life as a necessary incident in human evolution, the Rotary Club is organized to express that proper relation between private interests and the fusion of private interests which constitutes society.

To accomplish this purpose more effectively the principle of limited and representative membership has been adopted, the Rotary Club consisting of one representative from each distinct line of business or profession. Each member is benefited by contact with representative men engaged in different occupations, and is enabled thereby to meet more intelligently the responsibilities of civic and business life.

The basis of club membership insures the representation of all interests and the domination of none in the consideration of public questions relating to business. On account of its limited and representative membership the Rotary Club does not constitute itself the voice of the entire community on questions of general importance, but its action on such questions is of great influence in advancing the civic and business welfare of the community.

The Rotary Club demands fair dealing, honest methods, and high standards in business. No obligation, actual or implied, to influence business exists in Rotary. Election to membership therein in an expression of confidence of the club in the member elected, and of its good will towards him. As his business is an expression of himself, he is expected actively to represent it.

Membership in the Rotary Club is a privilege and an opportunity and its responsibility demands honest and efficient service and thoughtfulness for one's fellows.

Service is the basis of all business.

He profits most who serves best.

"OBJECTS"

of the International Association of Rotary Clubs.

(Adopted August 9, 1912.)

1. To standardize Rotary principles and practices and to urge their adoption by all Rotary Clubs in so far as they may be applicable to local conditions.
2. To encourage and promote the organization of Rotary Clubs in all commercial centers of the world.
3. To study the work of existing Rotary Clubs and their value to their respective members and communities and to clear the information thus acquired for the benefit of all Rotary Clubs.
4. To promote a broad spirit of fraternity and unity of interest among Rotarian business and professional men of different cities and countries, and among the affiliated clubs.

"OBJECTS"

Recommended by the Association for adoption by all Rotary Clubs.

To promote the recognition of the worthiness of all legitimate occupations, and to dignify each member's occupation as affording him an opportunity to serve society.

To encourage high ethical standards in business and professions.

To increase the efficiency of each member by the exchange of ideas and business methods.

To promote the scientizing of acquaintance as an opportunity for service and an aid to success.

To quicken the interest of each member in the public welfare and to co-operate with others in civic development.

Annual Report of President Paul P. Harris

IT IS no slight task to undertake the writing of a president's report. The task in the present instance has complications in the fact that it is impossible to do the subject justice and still render an account of the past year only. The development of Rotarianism has been so gradual and constant during the past five years that its national, yes international, existence has seemed to creep upon the consciousness of men.

The fondest dreams of five years ago have been beggared in the realization of far greater achievements and we have been compelled to dream and dream again or concede that untrammelled imagination in full flight has nought to compare with Rotarian facts.

Five years ago, Manuel Muñoz, then a member of the Chicago Rotary Club, chanced to go to San Francisco. He believed in Rotarian principles and precepts and was sincerely imbued with a sense of the propriety and importance of planting the Rotarian standard on the Pacific coast. The Rotary club of San Francisco with what little aid could be derived from Chicago's experience, sprang up as if by magic. Rotarianism demonstrated that it was as well adapted to California as to the prairie soil of the central West, and the first step toward the nationalization of the Illinois scheme had been taken.

With the speed with which a bolt of lightning might cleave the sky, the flash of Rotarianism spread from San Francisco to Seattle on the North and to Los Angeles on the South. In another brief space of time independent fires sprang up on the Atlantic and in the central West. The United States of America had capitulated to the demands of Rotary. Not content with this, the cause was urged ever onward. The Dominion of Canada and the British Isles gave way to the crusader's demands. Paris is ours and today the slogan is "On to Berlin, Vienna, then to the Antipodes;" Like those of the Napoleonic forces, the ambitions of our conquest know no limitations save the limitations of the civilized world. Unlike the conquest of the Napoleonic forces, our conquest is, and will continue to be, in the interests of men and the principles which make for the practical idealization of trade.

There is one portion of the United States wherein progress has been slow. I speak of the South. The great advance during the coming year must be there. There are at least twenty available cities in that locality. The great little Jacksonville [Florida] club possesses within its own ranks sufficient strength and loyalty to spread Rotarianism throughout the entire South. We shall expect much from the members of that organization.

In the march of Rotarianism, not infrequently, men have questioned the propriety of attempting to establish Rotary clubs in particular localities. Expressions such as, "Oh well, that kind of organization may serve a purpose in a city like Chicago or St. Louis but it is not adapted to a town like ours. Our people are too conservative, etc." are heard,

but as a matter of fact in actual practice Rotarianism thrives in all places where men think and where men's hearts are large enough to include the cares of others.

I do not mean to say that Rotarianism is the same wherever you find it. There are differences. These differences may be attributable to differences which are common to the residents of different localities, induced by differences in the size of the cities or they may be attributable to natural differences in the view points of the men who do the organization work.

The quare has often been propounded, "Is our city large enough to support a Rotary club?" I do not know that the question has ever been asked, "Is our city too large for a Rotary club?"

There are indications which point toward the conclusion that the best results may be looked for in medium sized cities; that while a Rotary club located in an extremely large city may attain a very high order of success, the result will be more attributable to the insistence of the efforts of its promoters than to its special adaptability to its environment.

It has, however, been demonstrated that there is a place for Rotarianism in the largest cities of the world and it would be difficult at this time to state how small a city can support a club. Possibly this or some other convention will seek to answer the question. It is reasonable to believe that many of the most advanced conceptions of Rotarian ethics and philosophy will emanate from the small clubs in the less densely populated communities where men must justify their procedure in the eyes of a critical public.

Last year we spent considerable time in discussing the question, "Should Rotary clubs participate in civic activities?" The consensus of opinion was that they should, though the civic committee reported in favor of a *pacif* rather than active participation in public affairs; that is, it was the belief of that committee that Rotary clubs should not compete with the older commercial organizations but should, as often as seems advisable, invite discussions by able speakers on questions of public interest in order that the members of the clubs individually might more intelligently perform their duties as citizens; and that it would also be strictly within the spirit of Rotary for clubs to act collectively in aid of public enterprises which have been started by the older commercial organizations, provided that they are asked to do so.

The report of the civic committee was prepared by Mr. E. L. Skeel of Seattle. It has doubtless greatly influenced the attitude of many of our younger organizations toward civic activities. It would be too much to expect that the recommendation be immediately and universally adopted. It, however, places at the disposal of Rotarians a carefully studied and conservative plan which will be adaptable to the requirements of many Rotary clubs. It shows a way to avoid conflict with the older commercial bodies and at

the same time to avoid too much scattering of fire. It is probable that a good many of the clubs in the smaller cities, where the efficiency of the older commercial organizations is not so great, will find it advantageous to widen the proposed rule somewhat by including in their program active participation in public affairs while clubs in some of the larger cities where specialization in all pursuits and callings is the order of the day, will narrow it somewhat by confining their procedure principally to the development of methods of acquaintance-making as a step along the path which leads to friendship and success, the study of questions of business economy and efficiency, encouraging the adoption of high standards of business integrity and spreading a spirit of unselfishness in service.

Whether we do much or little in the way of public work, it is apparent that there is a large and unique field of usefulness in Rotary. Possessing as we do red blood in our veins, it is fair to assume that we shall not be indifferent to the welfare of the communities in which we exist, nor unwilling to lend a hand to the doing of those things in the interests of the public which come within the proper sphere of our activities.

As time goes on and Rotarians exchange ideas through the medium of the National Rotarian and through meeting at conventions, we shall approach nearer and nearer to a common plane. Progress in this direction will be slow but sure. Standardization so far as is consistent with the essential differences between large and small cities and between widely separated cities will eventually materialize, and when it does, progress will be more rapid and the burden of officers will be appreciably lightened.

Many perplexities, during the past year, have been brought to headquarters by the various clubs, particularly by the new clubs. Perhaps the most frequent has been that concerning the attitude of clubs toward the public. In nearly every instance where clubs have been organized in small or comparatively small cities the question has arisen, "What, if any, explanation of ourselves shall we make to the public?"

We have informed all inquirers first to make sure that they themselves understood Rotary and then to spare no pains to explain to outsiders who are interested.

It is not remarkable in this day of urgent demands upon the time of men that it has occasionally happened that men join Rotary without ever having acquired a full understanding of Rotarian principles. The adoption of a Rotarian catechism or ritual as suggested by Mr. C. W. Rutledge of St. Louis, will go a long way toward remedying this evil.

By practice and thought men may cultivate the habit of thinking of, and doing for, fellow members. The accomplishment of the desired purpose involves the necessity of exercising mental and moral discipline. Tendencies toward the more generous view of Rotary will be stimulated by iteration and reiteration of the doctrine of "Service Not Self" in literature and by word of mouth. A good thing will bear repeating. It may not be heard the first time; or if heard, may not at first be appreciated or

even understood. A doctrine which today seems impossible may tomorrow, under new circumstances and surroundings, seem most proper.

The importance of placing and maintaining Rotarian standards and ideals aloft can not be overestimated. The star of hope in the Rotarian ethical firmament must be high. It is hardly possible for it to be too high. May it be high enough so that there will always be something to strive for. The doctrine of "Service Not Self" has at times been said to be too idealistic to be practicable. Very well, for the sake of argument, concede that to be the case, it cannot be too idealistic to constitute our ideal. If we aim at the high mark, we may acquit ourselves creditably even if we fall short of our full expectation.

It is important that each individual club make certain that its standard compares favorably with the standard of other Rotary clubs.

The annual conventions afford us admirable opportunity to gain an understanding of our various affiliated clubs. It is reasonable to assume that the various organizations will always treat the National Association fairly by sending to the conventions men who are properly representative of the spirit and of the ideals of the clubs who send them.

If Rotarian standards are to be higher in the future than they are today, the result, in my estimation, will come from efforts directed all along the line of Rotary and not upon any particular Rotary club. No club desires to be singled out and made an example of, and we must not permit ourselves to overlook the fact that whatever our views may be regarding the practices of any particular club, to the majority of the members of that club their practices are satisfactory, otherwise they would not follow them.

The National Association is an affiliation of Rotary clubs brought together for particular purposes and is possessed of very limited powers. It is well within the limits of propriety for the officers of the National Association to suggest methods of procedure for the benefit of all, but if ever a national officer attempts to direct the policy of any club it will be clear that such officer will have gone too far.

The development of the individual club must be from within, not from without. The delegates to this convention are constituent parts of their respective clubs. If on this occasion they can gather inspiration from contact with fellow Rotarians from points scattered throughout the land, it will be their privilege to do much for Rotary by passing the inspiration along to the members of their own clubs.

I can not overstate my sense of the importance to each club of cultivating its good material to the development of its maximum of results. There are good men in Rotary as well as in every other organization who have never been developed or brought out. The fault is partly their own and partly that of their fellow members.

I have known high grade men to join Rotary, become imbued with enthusiasm over the cause, and without becoming sufficiently acquainted with Rotarians or Rotarianism, propose one or two highly elevating but perhaps impracticable schemes and on their failure

to carry with a gusto, to abandon not only the schemes, but also Rotary. It seems sometimes possible for men to be so good that they are positively bad or at the very least, impracticable.

If you, Brother Rotarian, think that you have a great mission to perform in Rotary, remember that great missions are serious undertakings. Do not expect to perform great missions in a day. First, live with the principles of Rotary till they are as familiar to you as your own business, and associate with Rotarians until they constitute your warmest and closest friends. If your desire is results, mould your propaganda to conform to the recognized principles of Rotary before attempting to make it a part of Rotary.

I have known high grade men who might have been permanently useful to the organization, to become so shocked at some rough, perhaps even vulgar expression, used by some member at an open meeting that they lost all interest in the organization. These cases are few and far between, but there have been such. It is well to be on the safe side when questions of decorum are concerned. We must remember that men are not all constituted alike. My fun may be another's displeasure. Whatever a man's personal moral standard may be if he be possessed of ordinary intelligence, he will not use improper language in the presence of strangers. The strangers may of course enjoy it very much and then again they may not; it may hurt. If we have insufficient respect for ourselves to maintain reasonable decorum at club meetings, let us at least do it for Rotary; for upon our so doing depends the presence within our fold of many strong and able men. There is a plainly discernible line of demarkation between private privilege and public nuisance.

This is a scientific age. One of Webster's definitions of science is "Knowledge classified and made available in work, life or the search for truth."

The scientizing of business then, means the classifying of knowledge of business methods so that it is readily available for use in our respective businesses. We may know a great many things in a general way and still not know any of them well enough so that our knowledge is instantaneously available in time of need. When the emergency arises, we are totally unable to make the application. Our knowledge is as useless as the fireman's hose when the fireman finds himself unable to make his coupling at the hydrant. It is simply not available and its possessor is no better off than he would be if he did not possess it at all. Men seldom fail in business because the scope of their information is too narrow. A man who is not widely informed is likely to be deeply informed. His business is easily scientized. The chances are that it is already scientized though perhaps he is entirely unconscious of that fact. What information he possesses, is always in available form. He can make instantaneous application of it to any conceivable set of circumstances. Hence comes the expression: "It is better to know a few things well than to know a little of a good many things." That is also why it is not always the most brilliant men who are the most successful. The man who is possessed of a wide range of in-

formation needs much more to classify or scientize his information than the man who is possessed of little information.

The country store situated at the cross roads should be scientized. The city emporium must be scientized.

They are even beginning now to scientize charities.

This morning's paper had a head line: "Baby. Lives New Science Goal. Special Nurses to Watch the Children of Tenements to Learn the Cause of Death."

The day of criminal negligence in the application of unscientific methods to the great problems of life is fast fading. The dawn of the day of the supremacy of science is at hand.

We have departmentized business and then scientized most of the departments. We manufacture, sell and deliver our products mainly on scientific principles. We must do so in the larger affairs of life or fail. Competition of today brooks not the existence of the unscientific. The ramshackle, unsystematized, unscientific manufacturing plant which was the pride of twenty-five years ago has had its day. It could not hold its own in open, fair competition against some junk piles of today. Business is taking rank among the professional undertakings of men. The successful business man must think deeper than ever before. To raise the physical burden, it is first necessary to stand under; to raise the mental burden, it is first necessary to understand. The mental lift can not be applied until one understands, and men's understanding of the theory and science of trade is better than ever before and the mental lift of the twentieth century business brain is increased thereby a hundred fold. Business is man's salvation from idleness and its omnipresent, concomitant iniquity; but even business lacks its savor if not seasoned with success. We must, then, have success, real success. How shall we go about its acquisition? Here is necessity for a mental lift. We must understand success if we desire to make it ours. What is it made of? Let us apply scientific methods.

Take a given quantity of success—I don't care how much because the proportion will be the same—and analyze it.

Pile all of these atoms over here in a corner by themselves, then train your glass on those fine, slick, trim, obese, old molecules over yonder. Do you know them? Have you ever seen them before? They are acquaintance and service, the basic ingredients, the essentials, the *sine qua non* of success. We must have friends to serve and we must know how to serve them.

Our friends are to our acquaintances what toast is to bread, acquaintances warmed up, that is all.

We want success. We want it now and we wanted it during all the long, tedious years of preparation for business life and we have striven for it all through our business careers. It has been the goal of our ambitions. Bear in mind, I am talking of real success now, not of bank accounts. The bane of our lives has been that we haven't known what success is made of. I labored for many years under the impression that success was a precipitate of Latin, Greek, mathematics, beer and smoking

tobacco. I took a four years' course in those studies trying to prepare myself for the shock when, at last, success and I would meet.

I did not take a course in acquaintance-making nor in service-giving, and yet my prospects of success depended almost entirely upon the acquaintances I was to make and how I was to serve them. I made my acquaintances with reckless disregard of any possible bearing they might have on my success. In fact, it can hardly be said that I made them at all. They came to me hit or miss. They needed sterilizing. If I had deliberated a moment, the thought that acquaintances vary in caliber from the caliber of a bar-room full of drunken sailors all the way up, could not have escaped me.

But we want success, and we have appealed to science at last, that we may know of what it is made. Acquaintance and service are the basic ingredients of success.

As we have said, this is a scientific age and we have scientized almost every step on the route of human progress. Business was one of the last to come into its own; but now that business procedure is being scientized, now that we have scientized our methods of manufacture, sale and delivery, why not go a step further and scientize the very fundamental principles of business success? Let us scientize our methods of acquaintance-making and service-giving.

"But," you say, "scientizing is a big word"; and, you ask: "are we not applying too big a word to a small subject?"

No, I think not. It is my idea that we can scientize almost anything by putting more brains into it than any one else is putting into it and I am not at all prepared to concede that acquaintance-building is a small subject. More men have failed through the use of unscientific methods of acquaintance-making than have failed because they didn't know how to sell goods. There are fundamental principles underlying both acquaintance-making and salesmanship and they both require formulating—scientizing.

Then again, you ask, "can a person pick his acquaintances with a view to their probable contribution to his success without becoming selfish?"

I will answer that question by asking another, Can a person be successful without becoming selfish? If he can, he can safely pick his acquaintances with a view to their probable contribution to his success—and he can. Many of the most successful men are the most generous of men.

Who is to profit by my using unscientific methods of acquaintance-making? If I prefer the companionship to be found in the bar-room full of drunken sailors, how does that contribute to progress or assist in the doing of the world's work? My presence in their midst will neither profit me nor the drunken sailors. To be there, is to waste my energies. It is to the world's interest that I conserve my energies—that I succeed. It is by my success not by my failure, that the world gains most. Survival of the fittest? Yes, but the fittest of today is not he who possesses the longest claws or talons. It is he who has come into the fullness of recognition of the fact that his success is dependent upon the success of other men in the community in which he lives; that

the success of his community is dependent upon the success of other communities; that none is sufficient unto himself; that no man can ever succeed alone.

A young man comes to a large city. He is imbued with the desire to win success. The desire is a part of the very warp and woof of the young man's character. In fact, it originated in the mind of his horny-handed father before the young man first saw the light of day. The father and mother care so much for the son's success that they would cheerfully bend their stiff old backs for him to walk upon if that were the road to success. He goes to the city. He thinks that his great problem is to learn how to handle the business which he expects is going to come to him in some mysterious manner. He will soon be undeceived. His first great problem will be how to get into the channel where business is. He will be willing to give twenty-five dollars worth of service for every dollar you will pay him. He believes in himself and his ability to give good values, but there is absolutely no market demand for the commodity which he has to sell—his services.

He yearns for success, and he is willing to pay the price of it. The only trouble with him is that he hasn't learned as yet of what success is made. The chances are that he will lose a great deal of very valuable time, time which could be advantageously turned to his work, to the world's work if he were but adjusted to the conditions about him. All of that lost time is wasted time, and its loss profits no one.

If there is an evil in the waste of time, shall we not be doing the world's work when we point out a direct way to the attainment of an object to which there has heretofore been no direct approach?

The effectiveness of business methods has been immeasurably increased by the adoption of time saving, labor saving devices. The economizing of time and labor is the scientizing of business. Rotary finds a vast and hitherto unexploited opportunity to economize time and labor in the doing of one of the most important parts of the world's work and it accomplishes the desired result by scientizing the methods of acquaintance making. Largely upon the merit of our acquaintance will depend our measure of success, for from the hundreds of our acquaintances come the tens of our companions, and from the tens of our companions come the few—our friends. If Rotary has brought to you one who is worthy of the designation friend, it is well worth while. One friend, charged with the desire to do you service, is worth an army of mere acquaintances.

There are a good many different kinds of friends, but when we are in search of success, the friend of all the most desired is the business friend. He can understand our ambitions because he has experienced them himself. He can sympathize with us in our failures because he has had his. He will bear with us when we are impatient because he knows what it is to be tried.

When you look down through the faltering ranks of friendship, there will be encouragement and inspiration to you in the person of your staunch, unflinching, sympathizing, understanding business friend.

If I want a dollar, I try to find some way to earn it. I do not expect the dollar to come to me. The surest way that I have ever discovered of satisfying a desire for anything is to go and get the thing I covet.

The surest way for a man to gain an acquaintance in any given locality is to get acquainted. If he has no opportunity, let him make an opportunity. He will find that all of the necessary material is available if he will look for it; and while he is looking for material with which to build up an acquaintance, why should he not make a business of his undertaking and exercise the same judgment and sense in selecting it that he would exercise in selecting material with which to build a house? When we buy timber to be used in building a house, we try to make our selection in such manner that all parts will fit, so that when they are all put together as they should be, they will make a complete house, do we not? In other words, we use a reasonable degree of intelligence in making our selection.

And yet from time immemorial in this most essential of all elements to success we builders, far from using scientific methods in keeping with the progress of the age in which we live, have failed to use even common sense. Acquaintances are selected without the slightest regard to their fitness to our requirements or our fitness to theirs. The law of disorder prevails. We have just gone down to the great warehouse and said send us up some acquaintances and when asked what kind, we have answered "Oh I don't know; I don't care; I am not at all particular; just send us up anything that you happen to have in stock." Fancy ordering material for your house in that manner; and yet that has been our custom, yours and mine.

Acquaintance building is not a hit or miss, Devil may care, jump in the dark procedure. It is a science and must be treated as such.

Acquaintances must be carefully selected with a view to our requirements and to the requirements of the acquaintances we are making; and then over and above all that, they must be acquaintances, real acquaintances. We must know them all the way through. If a man is good enough to know at all, he is good enough to know well and no one can say that he knows another well until he finds out whether he is a burglar, a banker or both.

It is the Rotarian idea that a man's business is the best and truest expression of the man; that if a man's business life is clean, his social life is likely to be. The character of the membership of Rotary clubs must be kept high because from the membership of Rotary clubs come your friends and mine.

The Rotarian plan of acquaintance-making is the latest word in the science to date. In Rotary, the businesses of members do not duplicate; they supplement each other. The arrangement makes possible the maximum of efficiency in our machine. As an acquaintance-making machine Rotary possesses 100 per cent efficiency. It does easily, smoothly, economically and directly that which is a recognized part of the world's work, a part which has hitherto been done in a far from scientific manner. It reduces waste of time and money to the minimum and produces an acquaintance

product scientifically and rationally adjusted to the needs of men.

Rotary goes, however, no further in this particular direction. A peerless opportunity of gaining a business acquaintance has been presented. The burden of responsibility is then transferred to the individual member. It is for him to say how assiduously he will cultivate the acquaintance which has been placed at his disposal, how conscientiously he will do those things which warm mere acquaintance into business friendship. Friendship is a natural and willing servant. It will contribute generously to your success. There is no reason, ethical or otherwise why the great power of friendship should not be harnessed to do its part in the world's work.

Right here I am going to make a confession. There is an ulterior motive in much that is above written. I have devoted much space to describing the power of acquaintance and the importance of scientizing our methods of acquaintance making. There was of course an apparent purpose. The apparent purpose was to give acquaintance its due. I meant all that I said. The ulterior purpose now demands your attention. I want to get further away than we have ever gotten before from Rotary's big-smoke bug-bear, obligation to patronize. I fear that word, obligation.

I don't want even the most indifferent or superficial of observers to think for a minute that membership in Rotary imposes an obligation of patronage nor that Rotarianism stands for the annihilation of competition. The Rotarian message to competition is, "Long Life and Prosperity." Rational competition is as beneficial to commerce as irrational competition is injurious. We shall nevertheless deny even our good friend "Competition" the right to cut the heart out of service or to eliminate enthusiasm, optimism and idealism from the realm of trade. Let us make acquaintance-building our slogan, if only because of the fact that it helps us the better to understand ourselves, to free our Rotarian conceptions from the mists of misunderstanding. If we understand ourselves fully, the world will not misunderstand us.

Last year's convention, in unqualified terms, reiterated the familiar precept "No obligation of patronage in Rotary exists." There is no necessity of the existence of an obligation to patronize in Rotary. The presence of such an obligation would not only be revoltingly distasteful but it would also be entirely useless. Acquaintance begets business wherever business deserves to be begotten. To crowd matters further would be likely to be followed by reactionary results.

And while we are announcing ourselves in opposition to the direct obligation of patronage, will it not also be the part of wisdom to go a step further and announce ourselves in opposition to those things which seem to imply or which indirectly effect an obligation; such things as keeping record of the efficiency of members as business producers. If the real purpose of keeping record of a member's efficiency as a business producer is not to impose the obligation of patronage upon such member, has it not nevertheless that effect? If the standard of efficiency depends partly or entirely upon a member's business productive-

ness, is not the adoption of the standard tantamount to the imposition of the obligation? Surely no one desires to be considered an inefficient member.

Shall we say, "You are not obliged to patronize members in our club, but we can not consider you an efficient member unless you do so?"

It is but to be American to chafe under bondage, whether the bondage be that of the ball and chain or merely the imposition of a sentiment.

You will perhaps thank fortune that my word is not law, but I, in my last sum up, can not refrain from availing myself of the opportunity presented to express myself in favor of the spontaneous heart service which evidences itself in free and uncoerced patronage. In my own practice I am sure that I shall not care for patronage given me by any member of my club, who feels himself forced to patronize me in order to maintain his standing in the club.

After several years of careful observation of the working of the plan I am prepared, so far as I am personally concerned, to say, "Away with the office of statistician and away with every other restraint upon the rights of Rotarians to patronize whom they please, be that restraint covert or open, express or implied."

I feel less hesitancy about expressing myself as I have than I would were it not for the fact that I am the originator of the statistics plan.

I am not at all opposed to an efficiency rating, but think that the standard of efficiency ought to be based upon attendance at meetings, acquaintance with the names and businesses of members and such other things as are in full harmony with the purposes and ideals of our organization. If a member attends meetings regularly and becomes acquainted with his fellow members, he will probably be efficient enough.

If he is not efficient, he will be the greatest sufferer, for he who serves best profits most. In the acquaintance he possesses an asset of incalculable value and an advantage over the unacquainted which is sufficient. To give him more will be, in my estimation, in many instances, to deprive him of one of the incentives to that efficiency of service which is essential to the best interests of both sides of a deal. My encomiums would be to him who attends meetings most regularly and who is best acquainted. If artificial means are adopted, let them be directed to stimulate an interest in attendance and never, to enforce business exchange. Such procedure will not develop boycotts nor other forms of opposition from non-members nor be distasteful to the view of Rotarians who believe that the best and most permanent benefits are to be expected from business which comes without the aid of pressure.

It will not be concluded from the above, I am sure, that I am opposed to any member advertising as he may see fit or resorting to any other legitimate means of stimulating the interest of club members in the wares which he makes or sells.

I have said that the Rotarian plan possesses the maximum of efficiency as an acquaintance builder. I do not, of course, intend to say that the future will disclose no im-

provement. Our maximum of efficiency is measured by the Rotarian standards of today, not by the standards of tomorrow. The development of Rotarianism as an acquaintance-building science has as yet barely begun. Certain fundamental, underlying principles only have been discovered and brought to the surface. There is a world of opportunity here.

We want success and we have made our start toward it. We have acquired a large acquaintance, rationally and scientifically adapted and adjusted to our needs. We have not as yet realized success. We have made our beginning. We shall have achieved success, real success, when we shall have converted our hundreds of scientifically selected acquaintances into real friends. It can be done. How? Through service. The story of service is an old, old story; but service has heretofore appeared as a duty, a moral obligation, sometimes as a tribulation, a penance, a *bete noir*. Men have served time, and it seems as if in the old days service and sacrifice have always gone together. It must appear in an unwonted light now, a new and welcome thing, a means to the attainment of success, real success.

Let us study service, understand it and learn if we can, how to achieve success through process of forgetting ourselves for the time being in the service of others. It may seem a roundabout route but it is not infrequently the case that the longest way around is in reality the shortest way home. By unselfishly helping others to succeed we make progress toward success; but if we start out for success on the service route, we must nevertheless be prepared to serve and serve and patiently wait. It is neither the measured nor the compulsory service that counts. It is the abundant and spontaneous service, that brings success. We must experience the emotions that make heart service possible.

You ask, "Are we going to try to scientize a heart thrill?"

Well, we are going to try to understand why it thrills.

When the world began, man had nought but his hands to work with. The intellect was an undeveloped, almost worthless thing. Fortunately man's wants were few, otherwise the hands would have been totally unable to have supplied them. Then dawned the era when the intelligence of man was put in harness by the will of man and the mind of man working in conjunction with the hand of man was made to achieve thitherto unheard of things. It was the day of intellectual supremacy, but civilization was never destined to be satisfied with those things which the unaided mind and hand of man could do. The mind and hand working to the maximum of efficiency and in coordination could never have made the product of a Raphael or an Angelo, nor could they have written the Declaration of Independence. Those tasks drew upon the supreme resource of man, his emotional instinct, his heart. When a job is so big that head and hand fail, try a little heart in it. The greatest of all achievements of which mortal man is capable are the result of the combined effort of heart and head and hand working in perfect coordination.

We want success. We are scientizing our methods of acquaintance building to suit the

rational requirements of men and now, we are going to scientize our service. How? We are going to put our hearts into our service. We are going to use man's supreme resource, his emotional instinct, his heart. We shall by so doing, warm acquaintance into friendship. We shall achieve success.

The grandeur of Rotarianism is in its future, not in its past. This is the matin not the vespers of Rotary. The call for penetrating, conscience responsive thought has never been more insistent since the birth of Rotarianism than at the present day. Men will arise to

the call, and the leaders in the days that are to come will be drawn from the ranks of those who are most deeply concerned in the ethics and the philosophy of Rotary.

Permit me again to say:

Here's to success, real success, your success, my success, the world's success; and here's to the foundation of success, the practicalized, scientized, sterilized, vitalized, idealized foundation of your success, my success, the world's success—acquaintance, the dynamics and harmonics of Rotary.

PAUL P. HARRIS.

And still the work of extension goes on as is evidenced by the following notice received just as we went to press.

ROTARY CLUB, EDINBURGH.

CARLTON HOTEL,
28th August, 1912.

Dear Sir,

A PRELIMINARY MEETING of a few of the representative business men of Edinburgh will be held at the **above Hotel**, on **Wednesday, 4th September, 1912**, at One o'clock p. m. (prompt), to consider the question of the organization of a **ROTARY CLUB** in Edinburgh, similar to the Rotary Clubs that have been recently organised in Glasgow, Belfast, London, Manchester, and Dublin. You are cordially invited to be present, it being distinctly understood that attendance at this Preliminary Meeting does not in any way commit you to join the proposed Club.

Yours very truly,

W. STUART MORROW,
Organizing Secretary.

WILL STEPHENS

LOS ANGELES



REV JAMES W KRAMER

SAYS IF YOU
CAN'T GO TO
HEAVEN GO
TO SPOKANE



W.J. WALLACE

DULUTH



W.A. MCGONAGLE

DULUTH



PRESIDENT
GLENN
C
MEAD

PHILADELPHIA



PAUL P HARRIS

X-PRESIDENT CHICAGO
(PRESIDENT EMERITUS)



THE
BEAU BRUMMEL
OF MINNEAPOLIS
ROTARIANS

W.R. MURRAY

1ST NAT BANK



SILVESTER SCHIELE

CHICAGO

FIRST PRESIDENT OF THE
FIRST ROTARY CLUB

NAT SECRETARY
C R PERRY

CHICAGO



RAPID FIRE SKETCHES OF ROTARIANS AT THE DULUTH CONVENTION.

(By C. W. Rawson of the Minneapolis Tribune.)

Annual Report of Secretary Chesley R. Perry

Duluth, August 6, 1912.

Mr. Paul P. Harris, President,
National Association of Rotary Clubs of
America.

Dear Sir:

I respectfully report to you, and through you to the Board of Directors and to the association upon the performance of my duties as secretary of the association during the period from August 24, 1911, to August 6, 1912.

At the time of the last convention of this association I submitted a rather lengthy report as secretary for the preceding year, believing that the progress and development of the organization during its first year warranted an extensive review of what had been done in and through the secretary's office. While the progress and development of the association during the period now closing are equally worthy of review, any voluminous report at this time from the secretary may be considered unnecessary owing to the fact that during the past eleven months the publication of "The National Rotarian" and the issue of the "Weekly Letters" have, from month to month and from week to week, given to the officers and directors of the association and to the officers and members of the American, Canadian and British clubs full and complete information as to the work which has been carried on. The secretary will, therefore, endeavor to make this report as brief as possible.

All moneys due the association, with the exception of such items of accounts receivable as are shown in the accompanying financial statement, have been collected by the secretary and turned over to the treasurer in accordance with the requirements of the constitution and by-laws of the association. All other duties required of the secretary have been performed to the best of his ability.

The office of the association has been maintained at 911 First National Bank Building, Chicago. The expenses of maintaining the secretary's office have been from five to ten per cent in excess of the estimated expenditures for the current year, and this has been due largely to the increased work required in publishing the magazine, and securing advertising for it. In some items such as furniture, rent, etc., the expenditures have been considerably less than estimated. Every effort has been made to conduct the office as economically as possible.

All the obligations of the association, including the unpaid accounts of the last fiscal period, have been paid, with the exception of the bill for the printing and postage of the last issue of the magazine and some commissions on advertising not yet paid for by the advertisers. All dues from the various affiliated clubs have been paid to August 31, 1912, with the exception of two or three small items from clubs which have been elected to affiliation within the last ten days. All disbursements, with the exception of a few journal items of debit and credit amounting to

\$437.74 have been made by voucher checks, which have been certified to by the secretary and approved with the signatures of the president and the other two members of the Executive Committee, before being signed by the treasurer.

The "Statement of Business" attached hereto shows that in all \$9,256.02 has been received and \$9,096.75 disbursed, leaving a cash balance of \$159.27 in the treasurer's hands. (It may be that some checks duly issued have not yet been presented at the bank for payment, in which case the actual balance in bank will be in excess of this amount.)

The accounts receivable, or amounts yet to be collected of the business of the current period, amount to \$428.24. The accounts payable, or items of the current year's business unpaid at this date, amount to \$497.12 (including \$83.24 of club dues already collected for the next fiscal period). The office furniture owned by the association may be inventoried at \$100.00. The difference between the assets and the liabilities, therefore, is \$190.39 on the credit side of the ledger. At this date, for the first time in its existence, the National Association is solvent.

The secretary submits herewith his cash books and journal, ledger, daily cash receipts book, book of check voucher stubs, file of receipts for moneys turned over to the treasurer, file of semi-annual reports on membership from the affiliated clubs, trial balance of July 31, 1912, statement of business as of July 31, 1912, statement of receipts and expenditures for the account of "The National Rotarian," all of which have been submitted to Mr. J. S. Matteson, of the firm of Matteson and MacGregor, Public Accountants and Auditors, of Duluth, Minn., whose certificate of examination and audit is attached hereto.

Inasmuch as the period of the time from the close of the books on July 31, 1912, to the departure of the Secretary from Chicago on August 3rd was too brief to permit of any complete and thorough audit of all the business transacted by the secretary, including particularly the receipts and disbursements on account of the magazine, I would recommend that subsequent to the close of the convention the Board of Directors arrange for such an audit to be had.

From an examination of the attached statement of the receipts and expenditures in connection with "The National Rotarian," it will be seen that while the first five issues each showed a loss, the sixth issue showed a profit of \$63.00, and the last two issues showed a profit of \$777.00. This sudden change from loss to profit was made possible, first, by a fortunate change in printers by which a material reduction in cost of production was obtained; second, by the securing from the post-office department of second-class mail matter privileges, thereby greatly reducing the item of postage; and, third, by the very generous advertising support given by the members of the Philadelphia and Duluth Rotary Clubs,—

the Philadelphia advertisers alone subscribing for over \$900.00 worth of advertising space in the Philadelphia number. Our magazine, however, is still in a more or less experimental stage, and its continued publication requires the earnest and thoughtful attention of the Board of Directors. "The National Rotarian" now has a loyal corps of forty-one associate editors, to whom the association owes gratitude for the splendid co-operation they have given the editor during the past year.

Under the able and enthusiastic leadership of President Paul P. Harris the work of organizing new Rotary Clubs has been successfully carried on, as shown by the following statistics:

September 1, 1911.

Number of affiliated clubs	28
Total membership	3,314
Average membership per club	118

August 1, 1912.

Number of affiliated clubs	50
Total membership	5,008
Average membership per club	100
Net gain in membership from Sept. 1, 1911, to Aug. 1, 1912	1,694
Average membership per club on Mar. 31, 1912 of the 28 clubs in the association on Sept. 1, 1911	135

(We have had no membership report from these clubs since Mar. 31, 1912, but it is safe to assume that a further increase in membership will be shown by the September 1st, next reports.)

Number of clubs affiliated from Sept. 1, 1911, to Aug. 1, 1912	22
Average membership per club of the 10 of these new clubs reporting on Mar. 1, 1912	72
Average membership per club of the 12 of these clubs affiliated subsequent to Mar. 1, 1912	41
Number of clubs organized but not yet affiliated	8

According to the Mar. 1, 1912 reports and subsequent applications for affiliation down to Aug. 1, 1912

3 affiliated clubs have each between 200 and 250 members.

9 affiliated clubs have each between 150 and 200 members.

10 affiliated clubs have each between 100 and 150 members.

19 affiliated clubs have each between 50 and 100 members.

9 affiliated clubs have each less than 50 members.

President Harris has also contributed materially to the success of the magazine and to the development and extension of fraternal relations among all Rotary Clubs, and especially between those of the United States and of Canada and Great Britain. In this connection I take pleasure in adding that there have been scores and scores of other loyal Rotarians among the National Officers and the officers and members of the various clubs, who, by their support and activities and sacri-

fices, by work within their own respective clubs and in their cities, have greatly aided President Harris and myself to accomplish the work which was set before us to be done or which we discovered might and could be done. In this report I would like to mention them all by name, but the desire for brevity and fear of omitting by accident some one who well deserves mention leads me to refrain from any personal thanks, and confining myself to a broad and sweeping expression of gratitude to each and every one.

The constant requirements of the work at National headquarters have prevented the secretary from accepting invitations to visit various Rotary Clubs, before whom it would have been a high honor and great pleasure for him to have appeared.

No attempt will be made in this report to recite the details of the work at the secretary's office during the past eleven months. Eight issues of "The National Rotarian" have been printed and circulated. Mention may be made in passing of the weekly letter service that has been initiated whereby current items of news regarding the business of the association, the organization of new clubs, changes in the offices of clubs, and the dissemination of ideas and suggestions for club work have been accomplished and brought to the attention of all National Officers and to the president and secretary of each club more or less regularly every week.

A beginning has been made in the preparation of a complete, consolidated, classified card index of the membership of all Rotary Clubs, but owing to the necessity of economy at headquarters and the many difficulties attending the preparation and up-keep of such a list, it has not yet been brought to the degree of perfection which undoubtedly later can be attained.

In general, the work at the secretary's office during the past year has been better systemized, and closer and more effective relations established between headquarters and the various clubs, and there is every reason to believe that another year still greater advances can be made.

Respectfully submitted.

CHESLEY R. PERRY,
Secretary.

The First Plan.

The Board of Directors approved two propositions which ought to bring great results: First, a committee was appointed with George W. Clark, Jacksonville, Fla., as chairman, to work out a plan for creating an extension fund. The plan is based upon the idea that each Club will contribute to a general fund at the rate of a dollar per member; with these resources the Association can organize and instruct new clubs in a careful manner and make certain that only correct ideas of Rotary are received. This will insure success at the start and avoid any possibility of humiliation and failure through Clubs being organized by the wrong kind of men and on wrong notions of Rotary principles. (See page 41.)

Auditors' Report.

Aug. 6, 1912.

Mr. Chesley R. Perry, Secretary,
National Association of Rotary Clubs of
America,
Holland Hotel, Duluth, Minn.

Dear Sir:

Agreeable to your request of yesterday, we have made as comprehensive an examination of the books and records of your office for the eleven months ending July 31, 1912, as time would permit.

We find the ledger to be in balance, and the "Statement of Business" prepared by you to exhibit all the facts shown by the trial balance.

At this time it was not possible to go into the advertising contracts and details of charging the advertising, the particulars not being available, and the facts shown are according to the books of account and necessarily cannot cover any omissions.

The cash account shown in the books is correct and agrees with the balance shown as on hand, and also with the subsidiary record of receipts supporting it; the treasurer's books not being under review we were not able to reconcile with his figures, and if there prove to be any discrepancies between your account and the balance shown by him, we would direct your attention to the following notations which we observed on three of the receipts signed by him, viz:

Receipt of April 27, 1912, a possible difference of	38c
Receipt of May 17, 1912, a possible difference of	3c
Receipt of June 13, 1912, a possible difference of	42c

In case these prove to be real differences, the Cash and Exchange accounts would be the only ones affected.

Representative tests were made of all postings and of entries from the stubs of the voucher checks, and also of the charges against the various clubs for dues and subscriptions. No errors were found on the ground that we were able to cover by this method, and all of the clerical work exhibited careful and methodical system in its planned details.

Respectfully submitted,
MATTESON and MacGREGOR,
Public Accountants and Auditors.

Divisional Meetings.

Whereas, The Rotary Clubs of the various cities affiliated with the International Association are composed of members of the various lines of business and

Whereas, The development of all business is dependent on the service rendered, and

Whereas, No firm or individual has a monopoly of ideas, and

Whereas, The International Association of Rotary Clubs is formed to increase efficiency in business, therefore, be it

Resolved, That in the future at the Convention of the International Association of Rotary Clubs, one day be set apart for "Divisional" meetings, and be it further

Resolved, That the members of the various

clubs interested in the same or allied lines of business, assemble in these "Divisional" meetings for the purpose of exchanging ideas; and be it further

Resolved, That at such session they shall elect officers, a chairman and secretary, to arrange an interchange of experiences among members of the same "Division," during the year, and to secure as large an attendance as possible at the International Convention, from the representatives of their particular line in the Rotary Clubs.

Unauthorized Rotary Clubs.

Resolved, That the officers of the International Association of Rotary Clubs be directed to take whatever action may be deemed proper to co-operate with affiliating Rotary Clubs in dealing with any unauthorized organization calling itself a Rotary Club or by a similar name.

Rotarian Fraternity.

Resolved, That it is the sense of this Convention that inasmuch as brotherhood is fundamental to Rotary, therefore in all the fortunes of fellow members, successes and failures, matters of the spirit and matters of material welfare—the true Rotarian is directly concerned; and that in cases where material help is needed, the spirit of Rotary is better expressed in the individual co-operation of fellow members than in formal action by the club.

Name of Official Magazine.

Resolved, That it is the sense of this Convention that the name of its official magazine should hereafter be simply "The Rotarian."

Report of Committee on Emblem and Colors.

Your committee appointed to recommend a suitable emblem for the International Association of Rotary Clubs begs leave to report that it has met and unanimously agreed in reporting an emblem which in its opinion may be used for all purposes, both in metal for lapel buttons, pins, etc., and for use on stationery.

The emblem consists of the basic principle of a wheel with gears cut on the outer edge and spokes separated sufficiently to allow of space to show the enamel, thereby properly defining the spokes. The spokes are to be so designed as to indicate strength; the object of the gears, or cogs, being two-fold: First to relieve the plainness of the design, and Second, to symbolize power; the outer rim of the design between the gears and the spokes is to be of sufficient width to allow the following inscription:

ROTARY.

Your committee has also unanimously agreed to recommend the adoption of Royal Blue and Gold, as the colors of the International Association of Rotary Clubs.

Respectfully submitted,
GEORGE W. CLARK, Chairman.

"Associate with men of good quality if you esteem your reputation, for it is better to be alone than in bad company."—George Washington.

**Extract from Address of Dr. B. M. Rastall
on Systematic Civic Development.**

Dr. Rastall declared a city must not depend upon its natural resources but must get behind and push, boost and advertise.

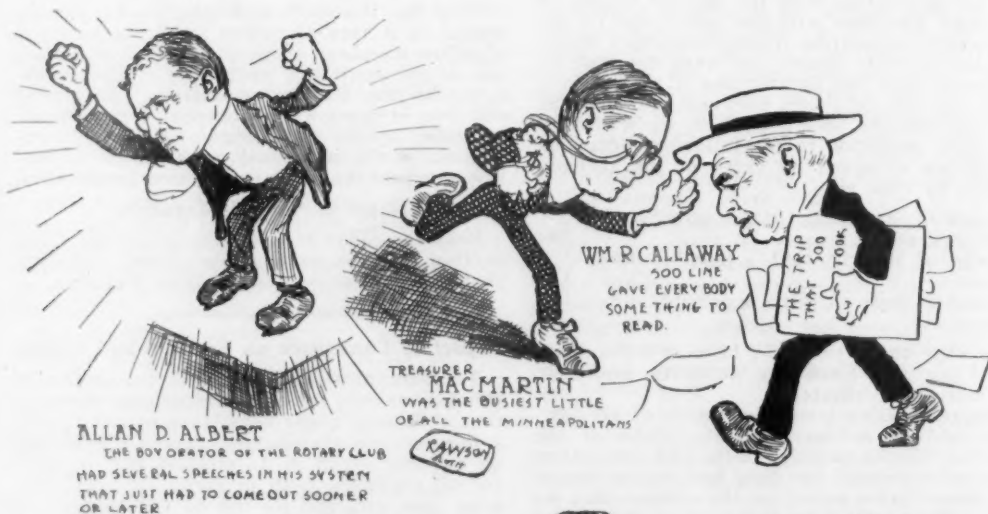
He told of two cities in Colorado. One of them depended upon its natural resources and the other had no natural resources, but boosted and pushed what it did have. The result is that the city without any natural resources whatever is now by far the larger city.

"You must pay strict attention to sanitation. You must have a high grade of citizenship," he said. "You must have pure water, good working and living conditions. You must not depend on your natural resources, but boost. Get the young men interested. Building a city takes a lot of energy and enthusiasm and the young men have it and will

give freely of it if you get them interested.

"You must have good conditions under which to bring up the children. You must have playgrounds, parks, healthy amusement places. All of these things must be done in a systematic way. That's the way the city must be operated. There must be system to everything you do. You can't go at it in a haphazard manner. Things must be well worked out. It takes a lot of hard work and a lot of thinking in the laying out and building of a large city. You must study your territory, find out what you have and then boost.

"Boosting is the greatest factor in the building of a city that I know. Get behind everything that is going to be of good to you and shove. I've seen lots of cities built this way. They have taken their place over cities of far greater natural advantage in the end. That seems like a myth but it is absolutely true."



RAPID FIRE SKETCHES OF ROTARIANS AT THE DULUTH CONVENTION.

(By C. W. Rawson of the Minneapolis Tribune.)

Topics Discussed.

Among the topics discussed on the floor of the Convention were the following:

As to whether or not the provisions of the Constitution of this organization should be changed so that its membership and name should become International.

Decided that they should be so changed.

As to whether memberships in local Rotary Clubs should be deemed those of the individuals or the firms or corporations whom they represent.

Decided that such memberships should be considered the personal memberships of the individuals.

As to whether or not the creation of arbitration boards for the settling of disputes between members by arbitration within the club is desirable.

No decision reached.

As to the best way of overcoming any opposition to the Rotary Club by persons misinformed as to its objects.

No decision reached.

As to the various methods in use in the different Rotary Clubs for securing regular attendance at their meetings.

No decision reached.

As to the advisability of allowing use of the mailing list of The Rotarian for circularizing purposes.

Decided that the mailing list of The Rotarian shall not be available for circularizing purposes.

As to fraternal attention from Rotarians to their fellow members in case of need.

Resolution adopted will be found on Page 29.

As to the interest to be taken by Rotary Clubs in civic affairs.

No decision reached.

As to the advisability of encouraging a non-resident membership for local Rotary Clubs.

Decided to refer the matter to a special committee of five for investigation and report.

As to the desirability of the one cent letter postage rate in the United States.

No decision reached.

As to action to be taken by the Association in reference to unauthorized organizations calling themselves Rotary Clubs.

Resolution adopted will be found on Page 29.

As to the acceptance of investment advertisements by The Rotarian.

Decided that the matter of their acceptance or rejection be left with the business management of the magazine.

As to the desirability of giving more attention to the holding of trade division meetings at each Convention.

Resolution adopted will be found on Page 29.

As to the balloting in the election of officers of the Association.

Decided that it should be in each case by written or Australian ballot.

Resolutions of Appreciation and Thanks.

[Unanimously adopted by the Rotary Convention at Duluth August 9, 1912.]

We realize that words are inadequate to express our appreciation of the unsurpassed cordiality of our welcome and the boundless hospitality which has been extended to us, and

Whereas, The delegates and visitors of this the Third Annual Convention of the National Association of Rotary Clubs now passing into Rotarian history as the First International Convention have been entertained by the Duluth Rotary Club in a manner which has left nothing to be desired, and

Whereas, Every facility has been provided to properly carry on and expedite the work of the Convention now, therefore, be it

Resolved, That the heartfelt thanks of the Convention are hereby voted to the Duluth Rotary Club, to its officers and several committees who have labored so earnestly to make this convention the success which it has been, and

Whereas, The Commercial Club of Duluth has most generously placed at our disposal its Club House, therefore, be it

Resolved, That the thanks of the Convention be tendered the Commercial Club of Duluth for its many courtesies shown the Convention, and

Whereas, The press of Duluth has given liberally of its space to publish the doings of our Convention, therefore, be it

Resolved, That the thanks of the Convention be extended to the Duluth newspapers for the publicity they have given the proceedings and the service they have rendered to the members of the Convention, and

Whereas, The ladies of Duluth have entertained all the visiting Rotarians and their families in a manner to make them not only feel but be at home, therefore, be it

Resolved, That the Convention express its appreciation of their hospitality, and

Whereas, Many citizens of Duluth not Rotarians have co-operated with our Brothers of Duluth in making this Convention the great success which it has been, therefore, be it

Resolved, That we request the Rotary Club of Duluth to convey our thanks to all to whom we are indebted for the open-handed hospitality which they have extended to us, and

Whereas, The delegates passing through Chicago, St. Paul and Minneapolis were most royally entertained when en route to this Convention, therefore, be it

Resolved, That the Convention extend a vote of thanks to the Chicago, St. Paul and Minneapolis Rotary Clubs, and be it further

Resolved, That the Secretary be instructed to send copies of these resolutions to the various bodies mentioned.

"No man's abilities are so remarkably shining as not to stand in need of a proper opportunity, a patron, and even the praises of a friend to recommend them to the notice of the world."—Pliny.

Delegates and Visitors to the International Convention at Duluth, Minnesota, U. S. A.



This Group of Happy Rotarians is the Center Section of a Much Larger Picture
for the Automobile ride on second day

International Convention of Rotary Clubs

U. S. August 6, 7, 8, 9, 1912.



Picture the Hundreds of the Delegates and Visitors who Gathered at the Court-House
on second day of the Convention.

Banking and Currency Reform

Address of Hon. Robert W. Bonynge.

Following is a digest of the address by Robert W. Bonynge, former member of congress from Colorado, and of the national monetary commission, delivered before the convention of Rotary clubs at Duluth.

"There is, unfortunately, a great deal of apathy on the part of the general public regarding the reform of our banking and currency law. It is erroneously assumed by many that these questions are problems to be solved primarily by the bankers. The truth is that every man engaged in any gainful occupation, whether he has a bank account or not, is directly affected by the character of the country's banking system.

"There is a popular impression, for instance, that the chief function of banks is to receive and loan out money. Generally speaking, the people do not seem to comprehend the fact that the greatest service rendered by the banking institutions to the commercial interests is in buying and selling credit. About 95 per cent of the entire business of the country is carried on through credits furnished by the banks. It is bank credit, then, furnished by means of loans and deposits subject to check thereon, through which the enormous exchanges of the products of the soil and the factory daily take place. If banking credit should be suddenly withdrawn, the business in the country would come to an immediate stop and ruination and bankruptcy would be the inevitable result.

Public Vitally Interested.

"It is for this reason that the whole public are concerned in the subject of the reform of our banking and currency laws, and in seeing that reasonable instruments are placed in the hands of the banks to enable them to serve their customers and the public generally at all times.

"Experience has demonstrated that our present system is wholly inadequate to the business needs of the public. Under any unusual strain it collapses. At a time when the banks of the country should come to the aid of its legitimate business, they are compelled by the laws under which they do business temporarily to abdicate their functions and wait until the financial storm blows over.

"The panic of 1907 brought these facts in a most forcible manner to the attention of the American public and made it evident to the business men, as well as the bankers, that a revision of our banking and currency laws could not longer be delayed.

Defects of Reserve System.

"The defects in our present system have frequently been pointed out. I will therefore content myself with simply mentioning the principal defects and in giving the briefest possible outline of the remedy proposed for them by the national monetary commission.

"These defects are: First, our antiquated system of reserves, under which a portion of the reserves is scattered among the many thousand units making up our series of banks, thereby rendering that portion of the reserves ineffective for use in times of emergency. Under this system another portion of the reserves and a large amount of the surplus moneys of the country naturally gravitate to the banks of New York City, where alone they can be profitably employed at certain times of the year by being loaned out on call to stock brokers upon the security of New York stock exchange collateral. The consequence is that all the business of the country, its manufacturing, agriculture and merchandising are dependent for the currency with which to carry on



THE PILOT AUTOMOBILE

In the front seat: left hand, Robert Robertson of Oakland (Calif.). In the rear seat: right hand, A. R. Stafford of St. Louis; center, E. J. Filiatrault; left hand, Pres. Paul P. Harris of Chicago.

their operation on speculative movement in Wall Street.

Lack of Co-operation.

"Second, the failure to provide any legal method whereby the scattered units of our series of banks can properly co-operate either for their own mutual protection or for the utilization of our great banking resources. With more than 20 per cent of the entire monetary gold supply of the world and more than 40 per cent of the banking power of all the nations of the earth combined, we are frequently forced to look to the banks of foreign countries to tide us over our financial flurries.

Inelasticity of Credit System.

"Third: The inelasticity of our bonds secured bank-note currency, which, in a broader sense, also includes the inelasticity of our entire credit system. Everyone who has given any consideration at all to our currency problems realizes that we must soon have some other basis for our currency than the debt of the government.

What We Need.

"We need some institution clothed with proper powers to discharge those duties. They cannot be performed by any local banking institution operated for profit. Those duties are national in character and the institution to perform them must likewise be of a national character.

Objects of Reserve Association.

"These are among the principal objects sought to be accomplished by the creation of the National Reserve association, recommended by the unanimous report recently made by the National Monetary commission to the congress of the United States.

"When the commission examined the banking systems of foreign countries to ascertain

what agency they employed, which has enabled them to be free for more than fifty years from money panics, it was found that in each of those countries there was some general institution which, under regulation of law, acted as the custodian of the reserves of the banks, and was usually given the exclusive power of bank-note issue. These institutions of foreign countries, however, do a general banking business. We very soon determined that it would not be wise or desirable to attempt to establish in this country a central bank, such as the bank of England, the Imperial bank of Germany, the bank of France or the First or Second banks of the United States. We do not need such a bank to correct the defects of our existing system. A central bank would be unsuited to our political or economic conditions.

An American Institution.

"We could not find any model in a foreign country, upon which we could base such an institution as we concluded was required for our needs. We therefore decided to recommend the creation of an institution unique in its character, but which should be essentially American in the plan of its organization.

"The union of the communities into states, and of states into the Federal government, seemed to us to furnish an excellent model upon which we could build a general affiliation of the units of our banking system that would be in strict harmony with our political and social conditions.

"In a general way, the plan provides for a combination of the independent units of our banking system into what is known as "local associations." Those local associations in turn to be formed into district associations and those district associations combined to make up the National Reserve association of the United States.

Report of Committee on Public Affairs, National.

St. Louis, Mo., August 5th, 1912.

The National Convention of Rotary Clubs of America:

Your Committee on Public Affairs, National, beg leave to make the following report of the action and investigations of your Committee during the past year in respect to civic matters strictly national which have been presented or submitted to your Committee:

It has been a matter of considerable difficulty for your Committee to take up and consider these questions because of the fact that the Committee has never met in person and all questions had to be discussed by mail, due to the fact that the members of the Committee live in different sections of the United States. This necessarily prevented enthusiastic action on the part of the Committee and in a measure tended to prevent a thorough, intelligent understanding of the questions considered, because necessarily the ideas of the different members could not be given to the other members in full, and this Convention will have a better opportunity of exchanging views on the

different questions because you are met together and can hear the arguments in full, both for and against, the subjects being considered.

Two National Water Ways Conventions have been held in the past year, one in Chicago and the other in Washington, D. C., and delegates of the National Association of Rotary Clubs were appointed and sent to each Convention. Your Committee is unanimously in favor of the improvement of the Rivers and Harbors of the United States and we believe and feel that the business men of this country are wasting one of the most valuable assets that nature has furnished to commerce, i. e., the river highways. A great deal of money must necessarily be expended by the Government and different states for the improvement of our rivers so that they can be used by boats of sufficient size to make commerce on such highways profitable.

The National Highways, or to be more definite, the National Highway from East to West, is another question which has been considered and your Committee is in favor of the

agitation by the Rotary Clubs of the country of a national highway.

Fire Prevention has been another subject of considerable interest which has received the attention of the Committee, but not enough for your Committee to make a complete report as to whether the different Rotary Clubs should take an active interest in a national way for the prevention of fires. Fires in the United States, according to the best estimates which can be obtained, have cost the people of this country six hundred million dollars. The expense of fire departments, water and similar protections, and money expended for fire insurance bring up the total to more than twice that sum. These vast totals are impressive and a systematic method should be devised and agitated so that it will become well known to all business houses throughout the nation for the use of care to prevent fires, but this necessarily should not devolve upon the National Association of Rotary Clubs, but this association should work actively and in harmony with the National Fire Protection Association which has been established for that purpose.

Another question which has been taken up by your Committee and investigated more fully than any other is that of Senate Bill 4308, introduced in the United States Senate on January 9th, 1912, by Honorable Theodore E. Burton of Ohio and House of Representatives Bill, 17736, introduced into the House of Representatives at Washington, January 12th, 1912, by Honorable John W. Weeks of Massachusetts. Both of these bills are identical and the object is the reduction of postal rates on first-class mail matter. Your Committee has investigated this question and is in favor of the passage of these bills for the following reasons:

First.—Because the primary function of the Post Office Department is to furnish, without profit, a low cost distribution of all mail for all the people.

Second.—It is not the object of any government to perform services for the people at a profit, but such services should be charged for according to the cost of the service.

Third.—Because no government should discriminate against one class of people in favor of another class in the performance of a service which the government has to perform for the people.

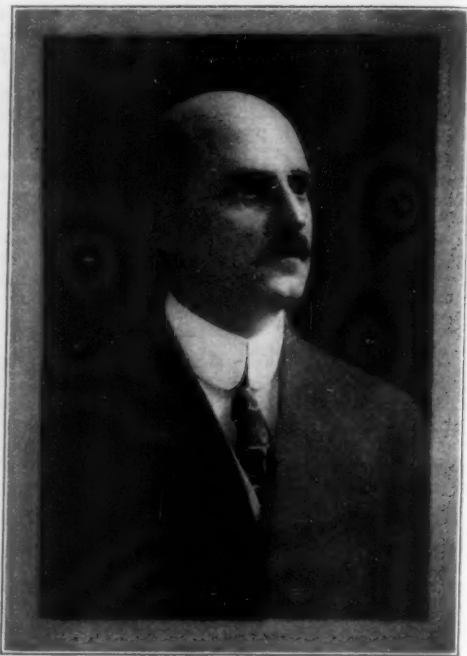
Fourth.—Because a low cost letter distribution is beneficial to more people than the low cost distribution of periodicals and other second, third and fourth class mails.

Fifth.—Because the Government is making a large profit amounting to more than sixty-two millions per annum on the distribution of letter mail.

Sixth.—Because a loss of more than sixty-six million dollars per annum is incurred in handling second class mail—periodicals handled at one cent per pound or \$20.00 per ton, a mere fraction of the cost of handling.

Seventh.—Because the users of letter postage are being overcharged nearly 100 per cent advance above cost of service.

Eighth.—Because it is contrary to the modern views of good government that one class of citizens shall be taxed for the benefit of an-



GEO. W. CLARK

President Jacksonville (Fla.) Rotary Club.
Elected Vice President for the Southern Division
of the United States.

other, and the present system operates as a subsidy for second class mail, the periodicals.

Ninth.—Because the Post-Master General believes from his experience and investigations that a readjustment of postal rates based upon cost of service of each class will make possible one cent letter postage and many improvements in the postal service.

One instance of one large firm shows that in four years they paid out \$28,570.99 for first-class postage, and the statistics of the Post Office Department show that this firm has paid, out of that \$28,570.99, a subsidy to the periodicals and second-class mail, of at least \$14,285.49. This is manifestly unjust. Your Committee believes that the National Association should take an active interest in this question, and, through the various Rotary Clubs, agitate the adoption of the bills above mentioned and bring about such influence as they can on the members of Congress and the United States Senate from their respective districts and states to secure the adoption of these bills.

Another question which has been submitted to your Committee, but which, because of its recent submission, has not been considered but left open for the consideration of the next Committee on Public Affairs, National, is that of the Parcels Post Bill pending in Congress. Your Committee has not investigated this question sufficiently to make any recommendation.

Respectfully submitted,

C. W. RUTLEDGE, Chairman.

Local Trade Relations Committee Report to 1912 Convention.

The importance of the problems which would come within the sphere of your committee's work are fully appreciated by its members, but somehow the result of your committee's activities can only be reported in a general way, no definite recommendations having been formulated. We assume that the conclusions of most interest were those bearing on the problem of increasing the volume of local business exchanged with or through members of a Rotary Club and respectfully submit the following:

First.—We believe the most important trade relation factor is the personality of the representative of each member in a Rotary Club. The ability of the representative to initiate ways and means for capitalizing the favorable opportunity presented through the medium of membership in a Rotary club, with its frank attitude towards the exchange of business by members, is most vital. The representative who is broad and progressive enough to keep his business before the members without assuming an attitude of demanding their trade, but rather indicating a desire to serve and merit both their business and approval will have very little trouble in increasing his business among his fellow members.

Second.—We believe that the tendency of the representative to succumb to the human frailties and get into a rut, confining his attention to a given number of friends causes the greatest loss of business. In every Rotary Club where the problem was analyzed it was found that from one-fourth to one-half of the membership was not fully acquainted with the name, business facilities and place of business of the majority of fellow members. This is an inexcusable situation, because to fulfill its purpose the Club's standard of efficiency should average no less than 90 per cent.—In other words, each member should be fully acquainted with and informed upon 90 per cent of the other members. Until this standard prevails, the officers are remiss in their duties should they devote their attention to any other problem. To demonstrate that this is both fundamental and vital to the success of a Rotary Club, we have but to remind you that the frank open helping of one another in a business way was the purpose and is today the strongest force in Rotaryism, and until each member is acquainted with and fully informed upon the business of all the other members, he cannot nor can the club fulfill its purpose or mission.

Third.—We find the education of clerks and employees to an appreciation and understanding of the possibilities of Rotary Club patronage is neglected even in the best institutions guided by the most active Rotarians.

This calls for constant attention on the part of the active representative or the good work he does will be lost through inattention of clerks to what should be considered preferred customers.

Fourth.—We believe that more and better advertising should be used by members in acquainting other members with their goods or work. More information should be put

into the advertising sent to the members and better salesmanship should back up the advertising.

Fifth.—The San Francisco Rotary Club found that the formation of visiting committees of ten members each, to call upon all of the members and ascertain by a personal visit how each member feels toward the Club and then report back to the Board of Directors, will bring about an increased appreciation of the value of the Rotary Club and stimulate local trade relations. Incidentally, each member of the visiting committee will become acquainted with a number of Rotary members that he might not ordinarily come in contact with at the members' place of business.

Sixth.—We believe the maintenance of a high standard of membership is one of the most important factors that enter into the problem of local trade relations and this is not sufficiently appreciated by some Rotary Clubs, and the National Organization should constantly remind the officers of the several clubs to watch this most carefully. The other phase of this problem is often lost sight of because members take themselves and their view of the club's affairs so seriously as to forget that they cannot have all their personal or business friends in the club or the club run just their way. Common sense must be used when single or individual problems or members do not develop to the other members' particular standard. It should be an obligation on the part of every Rotarian to make reasonable allowances in the affairs of the Rotary Club as he must do in his own business affairs.

Conclusion.—We Rotarians have a great work to do in the business world. Prof. Marshall says that "man's character has been moulded by his everyday work and by his material resources, which he thereby procures, more than by any other influence, unless it be that of his religious ideas."

We will all concede that moral influence is important. Honesty in business relations has an economic bearing equally with a spirit of cheerfulness and hopefulness in work which may be seen by comparing the costly unwillingness of the slave with the excessive toil of the small proprietor.

Business philosophy shows us that a man who embarks in a business enterprise to get something out of it and puts nothing in, usually gets nothing out, and the man who endeavors to give something and to be of help usually gets a great deal more out than he apparently puts in.

If this attitude is assumed by the members toward their Rotary Club we will make still greater progress and local trade relations will not require thought or discussion by committees.

Respectfully submitted,

GEO. H. EBERHARD, Chairman.

"Learn to look for the light. Positively refuse to harbor shadows and blots, and the deformed, the disfigured, the discordant. Hold to those things that give pleasure, that are helpful and inspiring, and you will change your whole way of looking at things, will transform your character in a very short time."—Orison Swett Marden.

ROTARY AS I SAW IT AT DULUTH.

Every time I think of Duluth I see a large room, filled with tobacco smoke, banners on the walls, Paul P. Harris's stately dome looming up to the northwest through the shifting clouds, the ever-alert Perry at his side, and one hundred and twenty-six men, deeply intent on the discussion of a seemingly endless succession of questions and topics.

Most of these men, like myself, had never attended a Rotary convention. They came because they knew what local Rotarianism is accomplishing and because they believed in it. They came to learn of International Rotarianism. They came, eager to see others who had worked for Rotary in far distant communities, men whom they had known only by halftone impressions in rosters and the national organ.

But to get back to that smoky room. From nine until twelve and from two until six they dug into that pile of scheduled business. Four days of incessant, concentrated labor. The sight-seeing and the social side, while full of value and pleasure to everyone, were secondary matters. As I sat and watched the faces of those hundred and twenty-six men while their President delivered his splendid address, as I followed their discussions throughout those four days, as I talked with them between sessions, my impressions of that convention began to crystallize into one dominating thought.

At last, through Rotary, the worker in life has caught a glimpse of the hidden law of success. At last his face has been turned from the old, but mistaken, principle of busi-

ness—"Every man for himself and the devil take the hindmost." He is just beginning to forsake the up-stream fight against the current of a natural law. He is turning his commercial craft into harmonious co-operation with one of life's great fundamentals, that mankind is interdependent and that the greater our mutual effort the greater our individual successes. "Self-made man" is a misnomer. The man makes himself only in so far as he wins the confidence and patronage of others.

Rotary, as I saw it at Duluth, impressed me as a great educational movement, teaching men to apply to their individual problems this enormous dynamic force that lies in mutual friendship, understanding, frankness and helpfulness.

And this great convention brought together strong men from the four corners of our great country to learn more of this force from each other, and to spread on their return the knowledge they had acquired—the spirit of true Rotarianism.

The convention was a revelation to most of us, I think. The men who worked there were big men, broad men, thinking men, of whom their home cities may well be proud. It was a working convention despite the delightful entertainment afforded by the good people of Duluth.

My greatest regret is that I cannot fully convey to my brother Rotarians at home the spirit of that convention. One had to be there to catch the enthusiasm and to realize the sincerity of those dead-in-earnest men—pioneers blazing the way into a new era of commercial life.

DAVID C. FARRAR.

Pittsburgh, Pa.

[Editor's Note. The smoky room was the result of the Duluth Rotary Club's hospitality. They provided cigars by the thousands for their guests. "Jimmy" Conlon of Pittsburgh also added to the smoke by distributing "Red Devils"—stogies donated by the Duquesne Cigar Co., of his club.]

WORDS OF APPRECIATION.

For an Article That Recently Appeared in
The Rotarian.

GIFFORD PINCHOT,

Grey Towers, Pa.

July 13, 1912.

Mr. L. Minford Humrichouse,

Philadelphia, Pa.

Dear Mr. Humrichouse:

My best thanks for yours of July 8th, with the exceedingly interesting article on American Forestry by Mr. Sheip. I have read it with great interest. Will you not give my compliments to Mr. Sheip on his work.

Sincerely yours,

GIFFORD PINCHOT.



MACK OLSEN

President Des Moines (Iowa) Rotary Club.
Elected as Director and member of the Executive
Committee of the Association.

"The man with a grouch has no business trying to sell goods to any one. If you're that sort of a man, prepare to be spared in the near future."—Frank Farrington.

THE DULUTH CONVENTION.

My impressions of the International Convention of Rotary Clubs at Duluth are so enthusiastically inspiring, that brevity could play no part in forcibly presenting them to my brother Rotarians.



RUSSELL F. GREINER

President Rotary Club of Kansas City. Elected as Vice President for the Central Division of the United States.

I entered that convention a firm believer in the wonderful and varied doctrines of Rotary. I have felt that I comprehended its teachings, but also realized that up to now I had not contributed one new idea. I was not long a listener to the words of wisdom from the great minds of the movement until I realized I was only a member of the primary class. I was possessed with but one regret during that happy week in Duluth, and that was that every Rotarian in the world was not present so they too could be thoroughly inoculated with this spirit of scientized friendship. That gathering would have fanned the embers of many a dormant ambition into a flame of unconquerable desire to see the beautiful doctrine of Rotary firmly established in every city in the world.

The convention was made up of men who have plowed a furrow in the world's field of endeavor. That cardinal principle of Rotary, "He profits most who serves best," I found had delevoped in the men who sat in that convention the three graces of a successful career—faith, hope, and enthusiasm. Faith in your

fellowman, the first aid to success: Hope, which must spring eternal in the human breast, and must at all times be within your vision: Enthusiasm, the driving power of business.

Imagine the wonderful benefits to be derived from sitting four days in a convention made up of men possessing to a highly developed degree these three graces, men who believed in their brothers and whose faces were glowing and radiant with the enthusiasm that makes possible the seeming impossible.

I found that Rotary eliminates guerrilla warfare in our business battles, and is the one great eradicator of that all too prevalent grouch that business men hold toward each other. If Rotary has made but little impression on you, let me urge you to become thoroughly imbued with its teachings. Preach and practice it, and your days in the understudy part are numbered—yours will soon be a speaking part in the great business drama of life.

Would that I had space to pay personal tribute to the great Rotarians I met, but that is impossible. If Rotary can continue to interest the thinking men who were at Duluth, and never enlists another master mind, its future is established.

The Duluth Convention convinced me that beyond the shadow of a doubt Rotary is the greatest organization for the promotion of commercial, fraternal, and civic betterment in the world today, whose members are not bound together by an oath or an obligation, possessing no mysterious initiation, and having no secret password: All in the open for the benefit of all.

RUSSELL F. GREINER.
(Kansas City, Mo.)

SING A SONG.

"If you will sing a song as you go along,
In the face of the real or fancied wrong,
In spite of the doubt if you'll fight it out,
And show a heart that is brave and stout;
If you'll laugh at the jeers and refuse the tears,
You'll force the ever-reluctant cheers
That the world denies when a coward cries,
To give to the man who bravely tries.
And you'll win success with a little song
If you'll sing the song as you go along!"
—R. McClain Fields.

Semi-Annual Reports.

First honors are awarded to the Rotary Club of St. Paul and second honors to the Rotary Club of Kansas City for promptness in sending in their September 1st semi-annual reports. Secretaries Curtiss and Wittmann were right on the job—"They're Style All The While."

IDEALIZE THE REAL.

"What we need most is not so much to realize the ideal as to idealize the real."—F. H. Hedge.

THE KEY-NOTE OF THE CONVENTION.

A Letter by the Secretary of the "Old Guard."

I am sitting here this afternoon thinking of the Convention, of the good fellows we met, of the good times we had and of the good things we learned about Rotary that we never knew before.

Have you ever sat down and tried to figure to yourself what the tenth, the twenty-fifth or the fiftieth annual convention will be like?

We of the "Old Guard" have many surprises in store for us as the years roll by.

We have had only three conventions.

The first, the Chicago Convention, was all taken up with organizing and with the great possibilities of a national association.

At the second, the Portland Convention, there seemed to be quite a little discussion of one of the outgrowths of Rotary, namely the opportunity for definite work of civic improvement.

You will remember that we took quite a little time discussing this subject and whether or not it had real place in Rotary.

After we had talked the matter over I think nearly all of us agreed that while nothing that is good need be considered outside of the interest of Rotary the participation in such work must be determined by local conditions—that civic work, while one of the outgrowths of association in Rotary is not absolutely essential to Rotary.

I think that we will also all agree that Civic

work should never be used "as a cloak for the real purposes of Rotary," that Rotary needs no cloak and that Civic work is a natural outgrowth, a resultant privilege, and not one of the fundamental essentials.

We did not hear so much of this at the Duluth Convention. We heard some wonderful stories of Civic advance being accomplished through Rotary. I remember particularly the stories of Des Moines and Kansas City. But all of these stories seemed to be from live clubs with so much energy plus that they could not stand it to see any good work remain undone and simply because they had the quality of men, the willingness and the ability they went out and accomplished these great things also.

FRATERNITY IN ROTARY WAS THE KEY NOTE OF THE DULUTH CONVENTION.

There was one subject that was discussed at the Duluth Convention more, I believe, than at either of the other two conventions. Perhaps we might call it the key note of the Duluth Convention. That subject was the spirit of real friendship which naturally grows out of association in Rotary. No one could have handled this subject from a saner standpoint than President Harris did in his opening address. It touched the hearts of everyone of us. There is no subject so dear to the heart of man as friendship. And yet there is no subject about which so many silly inconsistencies have been said and written.

I cannot conceive of an association in which friendship has such a chance to spring up and grow as in a club of non-competing business leaders who are joined together for the purpose of studying each other's business.

We have all of us had many friends before but the man who helps us in business—in the one thing which we have all staked our lives and our reputations on—is the real friend of value.

Rotary leads to fraternity.

There is no doubt about it.

But is not friendship also an outgrowth?

Rotary has no place for the superficialities of friendship.

There were many fraternities long before the first Rotary Club was formed.

We all of us are members of a few.

And we all know how much practical help membership in a fraternal organization is.

The difference between Rotary and a fraternal organization is that while the fraternity asserts friendship Rotary proves friendship.

No matter how much I may desire a man's friendship I have no right to assume that he is a friend just because we are both members of the same Rotary Club.

If I want that man's friendship I must first get out and prove by definite daily acts that I am his friend.

There is real true friendship as an outgrowth of Rotary. I know. I've felt it.

But I wonder if we do not sometimes take too much time in our demonstrative assertions of friendship when that time could have been better spent in deeds of friendship.

Some of us are demonstrative and some of us are not, but I cannot help having a good deal of sympathy with old William Cowper when he said:



M. LOUIS WOOLEY

President Rotary Club of San Francisco.
Elected as Director of the Association.

"The man who hails you Tom or Jack
And proves by thumping on your back,
His sense of your great merit,
Is such a friend, that one has need
Be very much his friend indeed
To pardon or to bear it."

What we need in Rotary is to get down to business. Let us get down to definite material deeds, not just words, and Rotary will go on increasing in its influence from year to year until it becomes one of the strongest if not the strongest constructive factor in the lives of the leading men of the age.

MAC MARTIN.

Minneapolis.

The Board of Directors.

After the adjournment of the convention the Board of Directors immediately held their constitutional meeting and invited all the officers of the Association to be present.

President Mead guided his large family of officers and directors through several hours of discussion upon matters of policy and practice for the coming year (1912-13).

A budget was made up of approximate expenditures for the year.

Directors Mead, Filiatrault and Olsen were elected as the Executive Committee of the Board.

Chesley R. Perry was elected as Secretary of the Association and appointed Editor and Business Manager of The Rotarian.

Vice President Geo. W. Clark, Vice President Greiner and Director Filiatrault were appointed a committee to endeavor to raise an extension work fund by securing a voluntary contribution of one dollar from as many members as might see fit to contribute.

Provision was made for a uniform membership card for all Rotarians.

The recommendation of the Secretary that a complete audit of the books of the Association be made was ordered carried out.

Bonds for the Secretary and the Treasurer were ordered.

The name of the magazine was shortened to "The Rotarian" and the subscription price was fixed at \$1.00 a year or 50 cents in subscription clubs of 25 or more subscribers.

The Second Plan.

The second important plan for the year is chiefly in the hands of Director Mack Olsen of Des Moines, Iowa, who was the advocate of having one day at each convention set apart to meetings of the representatives of Trade Divisions. There will be a "Division" Day at the next convention; the chairman of divisions already organized will be at once enlisted in the work, and a complete organization of all divisions effected. I hope as far as possible you will actively co-operate with the gentlemen above named and the entire administration of the International Association, so that the results hoped for may be attained. We all feel sure that they can be, if the splendid harmony and spirit of the Convention are carried earnestly into the various fields of Rotarian activity.

G. C. M.

The Orator of the Convention.



ROBERT H. CLARK

President of the Boston Rotary Club. Elected as Vice President for the Eastern Division of the United States. (See his letter on page 55.)

DOES ADVERTISING IN THE ROTARIAN PULL? IT DOES. WITNESS.

7 Eden Quay, Dublin,
13 August, 1912.

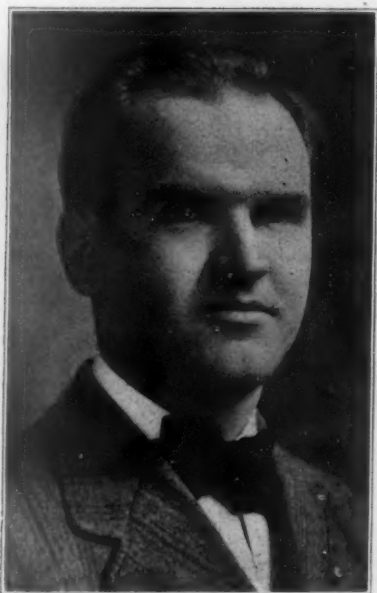
Messrs. Heimbach's,
Duluth, Minn.
Gentlemen:

I am a member of our Dublin Rotary Club and I see on page 28 of the August issue of "The National Rotarian" an advertisement re "rubber heels." I am interested and shall be glad to have a sample of same for which I enclose 60 cents. I want to submit the sample to our large boot stores and large drapery stores and see if the "rubber heels" will take on over here. I can then write you the result and approach you re their introduction to our country. Trusting to hear from you in course, I am, Gentlemen,

Yours very truly,

Tell Them in "The Rotarian."

"The theory of advertising is very simple. Its results are often marvelous. You—if you produce anything for general consumption—cannot expect to sell your goods unless you tell people about them."



PETER E. POWERS

Elected as Sergeant-at-Arms of the Association.
He believes that life's worth while.

SONGS OF THE CONVENTION

SONG OF WELCOME.

1. Here in the Zenith City
Of the great Unsalted Sea,
With zeal and zest we greet each guest
Of the Club called "Rotary."
From England, Scotland, Ireland,
From Canada too, they're bound,
From ev'ry state in our broad land,
To make the "wheel go round."

CHORUS.

Ro-ta-ry! Ro-ta-ry!
Welcome each Rotarian Guest,
Come from North, South, East or West,
Ro-ta-ry! Ro-ta-ry!
Hustlin', bustlin', tuslin', rustlin'
Ro-ta-ry!

3. And while we offer welcome
To all in like degree,
Our bosoms thrill with right good will
To "Hands across the Sea."
Your Union Jack's uniting
With our Red, White and Blue.
And as we sing "God Save the King"
You'll sing "America" too.
(Chorus "God Save the King" and
"America")

THE NATIONAL OFFICERS.

1.

Paul P. Harris, National President,
Comes from Illinois.
Words would fail to tell his good quali-
ties;
He's a Prince of boys.
All Rotarians asked him for good advice
Almost ev'ry day.
But when it came to the Rotary Game
Good "Father Paul" would say:—

CHORUS.

Take a little tip from Father,
Take a little tip from me,
Greet ev'ry friend with a Rotary smile,
Each little grouch is a full-grown hoo-
doo.
If you'd be Ro-ta-ry,
You should smile like me; so,
Take a little tip from Father,
Take a little tip from me.

2.

From New England comes Fitz-Wilson,
Straight from Boston town.
Full of true Rotarian energy
Naught can keep him down.
If your baby's fractious or colicky,
Cries, and won't be good,
Seattle sure sends the only cure;
It's Denny's Baby Food.

3.

There's Mac Martin from Minneapolis,
He who holds the dough.
Once he's got your dues in his money
bags
He will ne'er let go.
Werner Hencke's stalwart and muscular
With a club he's slick.
They say he'll give Teddy Roosevelt
points
At wielding the great Big Stick.

4.

Last, not least, comes Chesley R. Perry,
the
Secretary of this Club.
Of the famous "wheel" Rotarian
He's the Tireless Hub.
Editor of the "National Rotarian"
He's our pride and joy.
So give three cheers and one cheer more
For Perry from Illinois.

The Value of Trade Expansion Excursions

By C. W. Summerfield

Secretary Merchants & Manufacturers Association and Assistant Secretary, Philadelphia Division, National Sales Managers Association, also Member of the Rotary Club of Philadelphia

IN THE search for trade on the part of manufacturers and merchants, the most popular, and perhaps one of the most effective means employed, is the Trade Expansion Excursion movement. These Trade Expansion Excursions are usually conducted under the auspices of some reliable commercial organization, and with the aid of merchants, manufacturers, city officials, public spirited citizens, bankers and others interested either in the development of a given line of trade or in their city at large.

A special train is chartered and the party taken on a tour to various cities, which it is desired on the part of the members of the party to visit.

These trips average from one to two days duration to eight or ten, but the most popular period of absence from the home city is an average of three or four days. The private train is run on special schedule, brief stops made in a number of cities, acquaintances made or renewed with merchants of the town, and an impression created on the minds of those visited of the importance, the good-fellowship, and cordiality of the men who come to see them.

Many times merchants of the several towns have been buying for years from a manufacturer or a distributor of merchandise, but have not, heretofore, met a member of the firm or the head of the house, his business being invariably transacted with a salesman or a traveling representative.

In making these trips, it is strongly urged that a member of the wholesale or manufacturing firms join the party, and by this means personal acquaintance is made with the buyer and retail distributor of the merchandise, and the friendship for the wholesale house is cemented and strengthened. The conducting of these trips has only been made possible by the growth, recently, of commercial organizations.

It used to be the custom for men, especially the heads of the business houses, to remain in their offices practically shut in from the outside world, and little, if any thing, was ever brought to their attention excepting important matters referring or re-

lating to their individual houses. Matters, however, along his line have been materially changed during recent years. With the increase of commercial organizations interested in the development of some particular feature of business, a broader spirit has been engendered into the average progressive and enterprising business man.

Some organizations are interested in the development of a certain section of their home town, some interested in the development of certain specific lines of business, some interested in the improvement of certain branches of business, such as the Sales Managers Association. This broadening of the mind and spirit of the individual merchant has led to the possibility of Trade Expansion Excursions, and has been instrumental in bringing together not only merchants in different lines doing business in the same locality, but has also been the means of bringing together dealers in the same line for friendly conversation and discussion about trade conditions and business prospects.

Instances have been cited where men have been in business in the same locality for many years and never knew each other until brought together on one or more of these Trade Expansion Trips.

Having procured the private train and planned a schedule, arrangements are generally made with the secretaries of the Boards of Trade, Chambers of Commerce, and Business Men's Associations in the towns to be visited to have a Committee meet the party on arrival, conduct them to some public meeting place where they are greeted by the Mayor of the town or some other public official, these addresses being responded to by some member of the visiting party, and the remainder of the time in the town spent in visiting the stores, making the acquaintance of the merchants and trades people.

Arrangements are also made in advance with the newspapers of the towns to be visited, and very generally a corps of newspaper men from the home city is carried on the Trade Expansion train.

Opinions seem to differ as to the advis-

ability of carrying individual business cards, samples of goods, and so forth, but the plan most generally adopted is to have only general literature circulated on the trip, and in most instances this literature is forwarded in advance of the arrival of the party to the business men of the town, so that it may be distributed in the place of meeting the day that the party is there.

This method of advertising a city and its industries seems to have met with general approval, inasmuch as quite a number of cities have adopted this method; for instance, Pittsburg recently completed its Twelfth Trade Expansion Trip of 4 days' duration, visiting 18 towns, and having 103 persons in the party. Milwaukee recently completed her 12th trip also, of 6 days' duration, covering 851 miles, visiting 34 towns, with 82 members of the party. Nashville, Tenn., recently completed her 8th trip of 6 days duration, visiting 70 towns. Dallas, Tex., also has held 12 of these trips, the last one covering 1246 Miles, in 6 days, visiting 77 towns. Cleveland, O., probably takes the palm for the number of such trips taken, having recently completed her 27th trip of 5 days and 5 nights, visiting 18 towns, covering 993 miles. Minneapolis, Minn., recently conducted a trip of 6 days and 6 nights covering 1258 miles, visiting 90 cities. Duluth, Minn., had a 400 mile trip recently, covering 3 days, visiting 35 towns with 63 participants. St. Louis, Detroit, and many other cities have also adopted this method of focusing the attention of the outside trade upon their cities, and endeavoring to bring business to them.

Philadelphia has had three of these excursions under the auspices of the MERCHANTS' & MANUFACTURERS' ASSOCIATION, the first trip occupying 3

days and 2 nights, covering central Pennsylvania, west to Altoona, Lockhaven, Williamsport, stopping at 18 towns, and traveling February 1, 2, 3, 1910. The second Philadelphia Trade Expansion Trip was taken June 14, 15, 16, 1910, 3 days and 2 nights, covering 14 towns through Cumberland Valley, part of Virginia, Maryland, and West Virginia. The third trip occupied 4 days, May 2, 3, 4, 5, 1911 through Delaware, Lehigh, and Schuylkill Valleys and the east branch of the Susquehanna River, 19 towns being visited on that trip.

It is now proposed to run the Fourth Philadelphia Trade Expansion Excursion through parts of Virginia and North Carolina, covering 4 days and 5 nights, on or about November 18 to 23, 1912.

At a meeting recently held in this city, delegates were present representing twelve of the leading commercial organizations and trade bodies of Philadelphia, and a Resolution was then adopted authorizing the Chairman to appoint a Committee consisting of one representative from each commercial organization in Philadelphia to arrange for the Fourth Philadelphia Trade Expansion Excursion, to be run through parts of Virginia and North Carolina, Nov. 18 to 23, 1912, and it was proposed to call upon all the leading commercial organizations of Philadelphia to co-operate in this movement so that a representative party of at least seventy-five or one hundred persons be assured.

At the meeting referred to many expressions of satisfaction were heard from those who had taken previous trips, and much satisfaction was expressed over the business results achieved by joining these Trade Expansion parties.

Advertise in *The Rotarian*

Here is the opportunity for you to make a trade expansion excursion into 60 leading cities of the U. S., Canada and Great Britain. THE ROTARIAN will introduce you to 6000 active, up-to-date business and professional men.

The Omnipresent Rotary Wheel



Messrs. Porte & Markle, Rotary Jewelers of Winnipeg, write us in explanation of this design: "This was an original idea gotten up and executed by ourselves. The whole idea is emblematic of Western Canada and its environments. You will note the supports for the casket take the form of our water power. The wreaths show the wheat fields of Western Canada, also our historical Fort Garry.

Along the top is shown the growth and advancement of our City of Winnipeg—the Gateway to the Golden West, and on the upper corners are shown the industrial Beaver. We have also shown the golden sheaf of wheat, our main source of revenue, and all is surmounted by the Buffalo. Last but not least is the Rotary Wheel as shown in the centre of the design."

President Mead Visits Three Clubs.

Yesterday I had luncheon with the Buffalo Rotary Club.

Dined yesterday evening with the Rochester Rotary Club at Ontario Beach Park.

Luncheon today with the Syracuse Rotary Club.

All three were splendid occasions and the men I met and saw are the kind to be proud of. All three clubs seem wide-awake and coming strong.

GLENN C. MEAD.

August 30, 1912.

Inter City Business.

It has been suggested that there are certain Rotarians who are continually buying goods in quantities from other cities than their own and that they could very easily drop a line to the editor of THE ROTARIAN notifying him when they are going to be in the market for certain lines. We could run an "In the Market" column in the magazine which would give valuable information to those who might be able to supply the goods desired. Comment upon this plan is requested.

Houston (Tex.) Organizes.

Press dispatches show the Rotary Club of Houston as organized and incorporated. This makes three clubs in Texas.

ROTARIASM.

When Cain, the outcast, stood with blood-stained hands

Before the Great Judge of the Universe,
He plead in self-defense the world-old plea,
"Am I my brother's keeper, Lord?" said he.

Cursed upon the earth forevermore
Became his race who knew not Brotherhood
Where mutual reliance forms a creed
Whose strictest dogma is another's need.

On thru the eons of all time there rolls
The spirit we have symbolized a wheel.
Behold! Its spokes grow golden in the flight.
Rim encrusted with Love's jewels of light!

—Anna H. Wood.

(Wife of a member of the Harrisburg, Pa. Rotary Club.)

JOHN GERTS

1556 DAYTON ST., CHICAGO, ILLINOIS

Manufacturer of

PIANO STOOLS AND BENCHES

We are in business to serve.
The better we serve you, the more successful we both will be.
May we serve you?

BYRON O. JONES, Manager
Member Chicago Rotary Club

*"We have pleased our patrons
40 Years"*

FLOWERS

J. NEWMAN & SONS (Inc.)

24 Tremont Street - BOSTON, MASS.

Orders telegraphed to
all parts of the world

Telephone YOUR orders when convenient

Attention Rotarian

Collections Made Everywhere

For Manufacturers and Jobbers

Send for a book of our 1 per cent triple
Demand Drafts Free---Prompt reports and
quick remittances our success.

No Collection
No Charge

UNITED MERCANTILE CO.

PITTSBURGH, PA.

WM. MEYER, Manager

International Press Clipping Bureau
623 So. Wabash Ave. : CHICAGO U. S. A.

Advance Information

Furnished on any Subject

Rotarians

Write us.

ADVERTISE IN "THE ROTARIAN."

Patronize those who advertise in "The Rotarian." Tell the advertiser you saw his ad in "The Rotarian."

UNCLE SAM HAS BUMPER CROPS.

**This Year Has Raised 5,219,000,000 Bushels
Grain and Other Produce.**

This country has produced this year 5,219,000,000 bushels of grain and other crops. This, according to the official figures given out after trading hours yesterday is 949,000,000 bushels in excess of last year.

Corn heads the list and the year's yield at this time is estimated at 2,995,000,000 bushels. This is a record breaking crop.

There never was such a yield in oats in this or any other country in the world, the official figure being 1,290,000,000 bushels. That the government is far inside of the facts on oats if not on other crops is shown by private estimates of the best authorities in the country ranging as high as 1,350,000,000 bushels to 1,445,000,000 bushels oats.

Wheat figures are the least sensational and yet they are large enough to influence the bread markets of the world. Total spring wheat crop of the country was raised in the Monday afternoon report to 300,000,000 bushels. The winter crop has for some time been established at a little less than 400,000,000 bushels. Experts connected with the crop department as well as private crop observers who understand the making up of final reports declare that from one to two bushels an acre must be added to the spring wheat crop when the threshing returns are received.

In addition to the above big figures on the three leading cereals the country has produced 209,000,000 bushels of barley, 35,000,000 bushels of rye, 29,000,000 bushels of flax, 23,000,000 bushels of rice and 72,000,000 tons of hay, to say nothing of 18,000,000 bushels of buckwheat, nearly 400,000,000 bushels of potatoes and 976,000,000 pounds of tobacco.

There is a broad smile all over the northwest, where there has been partial wheat crop failure for the last two years, because the official estimate on the three big states, Minnesota, North and South Dakota, is 256,000,000 bushels, compared with 132,000,000 bushels last year. Later reports may easily raise the total of these three states close to 275,000,000 bushels.

One element of danger still exists for the producers of the country—the possibility of hard frosts over the corn belt before the crop is entirely out of danger. It is conceded that recent hot weather has added many millions of bushels to the corn crop promise.

The overabundance of corn, oats and hay, with splendid pastures in all parts of the country, will mean the cheapest live stock feed in years for twelve months to come, and this should be an important factor in reducing prices of meats, dairy products and nearly everything else which goes to make up living expenses in this country.

Illinois stands at the head of the list as a bumper corn raiser, with Iowa second. The yield for this state is given at 389,000,000 bushels. The enormous yields of everything that grows out of the ground confront the railroad managers of the country with their greatest problem in years, the furnishing of facilities to move the grain surplus to the leading markets of the country.—Daily News, Chicago.

WHAT THE CLUBS ARE DOING

CLEVELAND (O.).

(The Cleveland Leader on August 18th, had this to say about the Secretary of the Rotary Club.)

GALLERY OF LIVE WIRES—No. 33

By OLE MAY



Friend Bill:

A list of the all-round good fellows and wide-awake citizens in Cleveland could never be complete without your name.

You are a native son of the Sixth City and a credit to the community. In the business world you are a clean-cut, energetic hustler, and you are a wholesome factor in the city's leading social organizations, being an active member of the Cleveland Athletic, Rotary and "Ad" clubs.

I'm going to tell you something strictly on the q. t. Bill Eirick said some awful things about you the other day. Your name happened to be mentioned in his presence, whereupon Bill declared himself thusly: "Bill Downie? Say, that fellow is one of the best scouts that ever drew breath. A more loyal chap to his friends couldn't be found. He's one of the busiest men in town, but he will always take time to go out of his way to favor a friend. He never goes into anything just for the sake of joining, but is a worker, first, last and all the time. He's a keen lover of manly, red-blooded sports, and nobody gets any more enjoyment out of a ball game, boxing, wrestling or a good football contest. That old boy is a live one every minute he's awake!"

If there's any merit in standing ace high with one's friends, it's a cinch you'll pass muster, and then some.

DALLAS (Tex.).



Publishing a weekly paper! Yes, sir, that is just what the Dallas Rotary Club is doing! Not much of a weekly paper, that's true, but it's a paper and a weekly, just the same.

You see, fellow Rotarians, we have been in the habit of sending out weekly notices to our members, notifying them of the luncheon meetings, stating who would be the speaker of the day, etc. So we have just enlarged on this a little until now we have a little four-page affair that fits into a number ten envelope, and we call it the "Dallas Rotarian."

Besides the usual notices of the next meeting, the time, the place, the speaker, etc., it contains short, pointed paragraphs, an occasional article on Rotarianism or something kindred, and always a brief editorial. Everything it contains is, of course, of interest to all members of the Dallas Rotary Club.

President Lewin Plunkett has named his standing committees, consisting of from four to seven members each; and all these committees are already hard at work.

Dr. Allen N. Kearby was selected to represent the Club at the National Convention in Duluth, and instructed to bring back the 1913 Convention to Dallas.

All members of the club report business fine in their respective lines, and every one is looking forward to the most prosperous Fall in our business history. Dallas is steadily moving forward and her population is now well on towards the two-hundred-thousand mark. As material evidence of the wonderful progress Dallas is making along commercial lines, the Stone & Webster corporation of Boston and elsewhere have just concluded the purchase of \$1,500,000.00 worth of property on Jackson and Wood streets, in the block between Akard and Ervay, for an interurban terminal site, and will begin erecting one of the largest interurban terminal stations in the country within a few months. Into this station will run all the present interurban lines and the six or eight others that are now building and are in early contemplation. Nearly three millions of dollars worth of business property in Dallas has changed hands during July, which is usually a dull month.

Greetings to all Rotarians, everywhere!

LAWRENCE MILLER, Assoc. Ed.

DAVENPORT (Iowa).

The Rotary Club at Davenport, Iowa, enjoys the distinction of being the first Club in the United States to have as its president a former member of the National Congress at Washington. Hon. A. F. Dawson is the new president of the Davenport Club, and was

elected to Congress in 1904, at the age of thirty-two, and served in that capacity for six years. He declined a re-nomination two years ago, preferring private life to public life, and on retiring from Congress was selected as president of the First National Bank at Davenport.

This is one of the historical banks of the United States. Commencing business June 29, 1863, it was the first national bank in operation in the United States. It occupies its own six-story building on one of the prominent corners in Davenport, and is one of the strong financial institutions of the State of Iowa.



HON. A. F. DAWSON

Mr. Dawson is a typical product of Iowa, having been born in the eastern part of the state, January 26, 1872. After finishing school he took a turn at the newspaper business, and from there went to Washington as private secretary to a member of Congress, and later served a term of years as confidential secretary to the late Senator Allison of Iowa. At the close of his three terms in Congress he was strongly urged to accept the position of private secretary to President Taft, but his desire to return to his native state caused him to decline this office.

DENVER (Colo.).



The Denver Rotary Club is gradually climbing toward the one hundred mark. Under the leadership of President Jesse M. Wheelock, the meetings are becoming more and more

popular, and the members look forward to our weekly luncheons.

Our piano man, Mr. C. E. Wells, of the Knight-Campbell Music Co., entertained the members of the club at a luncheon, which proved one of the most successful of a series that the members have enjoyed since the organization of the Rotary Club.

At this luncheon there was practically a full attendance, and Mr. Wells took the members from the basement to the garret, showing us the tremendous stock of all kinds of musical instruments that his firm deals in. It seemed to us that there were enough pianos to supply every man, woman and child in Denver, but Mr. Wells explained modestly that this stock simply represented their monthly output, and that each month they brought over from their warehouse an amount equal to the present stock in sight.

During the luncheon we were entertained with a variety of music, demonstrating the piano-players, phonographs, and a Steinway baby grand. We were given quite a few of the inside details of the musical business, and as Mr. Wells explained, he was simply training us in as salesmen for the Knight-Campbell Music Co. Mr. Wells certainly left nothing undone, and each Rotarian left, feeling obligated to sell at least one piano for the Knight-Campbell Music Co.

The following week Mr. J. P. Brooks, of the Smith-Brooks Printing Co., gave the members a smoker. After demonstrating the intricate parts of machinery and printing, the members were quite surprised to receive a program of the doings of the smoker as they left, which program was printed, as one of the members said, "during the eats."

Our genial treasurer, Mr. H. M. Beatty, of the First National Bank, will represent the Denver Rotary Club at the Duluth meeting.

The club is soon to have an outdoor picnic at one of our many summer gardens. We hope to see a number of Rotarians during the summer months.

Our weekly meetings occur on Thursday, at 12:15, and the Denver Rotary Club will be glad to welcome Rotarians from all parts of the country.

GEO. M. HARRIS, Assoc. Ed.

DES MOINES (Iowa).



I suggest that you create a department in The Rotarian which will be headed "Stunts of Ours" by the Secretaries.

Here are two that I have used recently which will probably be of interest to other secretaries:

Our meeting on Thursday, the 22nd, was an evening meeting for the purpose of giving the delegates to Duluth an opportunity to report in full, and we had a mighty good meeting.

We are particularly proud of the fact that our resolutions relative to divisional meetings was passed by the convention and a special committee has been appointed in our club to assist Mack Olsen in seeing that the spirit of this resolution is carried out and fostered throughout the coming year.

After the reports had been received, there was a number on the program which was headed "What does the other fellow do." A catechism conducted by McDonald. For this I prepared a list of questions, one relative to each Rotary club member's business. I took particular care in framing the questions that the answer would bring out so far as possible in a brief space of time, what the man of whom I asked the question knew about that particular man's business. We had about eighty-five present and I asked one of these questions of each man.

This stunt has received more comment than anything we have done for a long time and it woke up a good many members to the realization of the fact that they did not know as much as they thought they did about the club members' business.

There was a lot of fun in the scheme as every time a member would give a wrong answer or a poor one, he was jumped on by everybody else.

Our method of handling the notices for the meetings, I believe is exclusive with us. We permit the various members to pay for the notices and they are very glad to do it. I, as the advertising man of the Club, am also anxious to show the Rotary Club members that I know something about their business and that I know how to say it, so I volunteered to write all of the advertisements providing the various members would pay for the notices. Thus the notice in each case is an advertisement for a club member and answers the purpose of carrying the particulars regarding the next meeting.

The member for whom we sent out the notice for the meeting before last reports that he has already received \$300 business as a direct result of the notice, so it's worth while.

You can readily see that this gets a higher grade of notice than would otherwise be sent out, and as I depend upon what I say to advertise me as well as the other fellow, I am pretty careful about the preparation of them.

O. R. McDONALD, Secy.

DETROIT (Mich.).



That the members of Detroit Rotary are "live wires" is evidenced by the fact that "Dick" Brand of the Michigan Street Car Advertising Co., won a fine Detroit touring car as a prize for securing the most members in the recent Cadillac contest.

The members and their families had a very enjoyable picnic at Belle Isle, July 10th, and

notwithstanding a heavy rain storm at the hour of starting, over one hundred and fifty were at the picnic. Games were played and a general good time enjoyed.

The Winners.

Ladies' Potato Race—Mrs. Louis Hennes, first; Miss Mann, second.

Thread the Needle—Mrs. F. J. Campbell, first; Mrs. T. L. Herroder, second.

Heel and Toe Race—Mrs. Ed. J. Walker, first; Mrs. Ed. Sevald, second.

Men's Potato Race—A. B. Lowrie, first; D. K. Beaton, second.

Three-Legged Race—Alex. MacDiarmid and A. R. Thomson, first; W. M. Walker and Horace Paterson, second.

Fat Men's Race—L. J. McKenney, first; J. W. Ballantine, second.

Thread the Needle—Archie A. Scott, first; C. F. Harvey, second.

Boys' Potato Race—R. Scott, first; D. Leonard, second.

Boys' 25-Yard Dash—Ed. Leonard, first; Rich Thomson, second.

Girls' 25-Yard Dash—Mary Gregory, first; Margaret Dixon, second.

Special Race—Ed. Leonard, winner.

Ball Game.

	1	2	3	4	Total
Hascall's Nearly Ripes.....	4	4	1	3	12
Sevald's Over Ripes.....	2	3	1	2	9

Ed. Knight was put out of game and fined \$5.00 for disputing a rank decision of Umpire Dull.

The following letter is certainly worthy of reproduction:

Detroit Window Cleaning Co.

July 18, 1912.

Mr. D. H. Bower.

Sec'y Detroit Rotary Club.

My Dear Bower:

Having had the distinguished privilege of being struck in the back by a Packard auto, neither Alex nor I was at lunch yesterday.

By way of diversion from my regular lines, I have our Rotarian friend, Dr. Herroder, on my payroll, doing duty as an adjuster of disarranged ribs, and I am on the payroll of our Rotarian friend, Walter Thompson, of the Traveller's Insurance Co., who desires to reward me for having had my ribs disarranged.

Sincerely yours in bandages.

D. C. MATHESON.

On July 24th, a delegation from the Toledo Rotary Club visited us and took lunch with us.

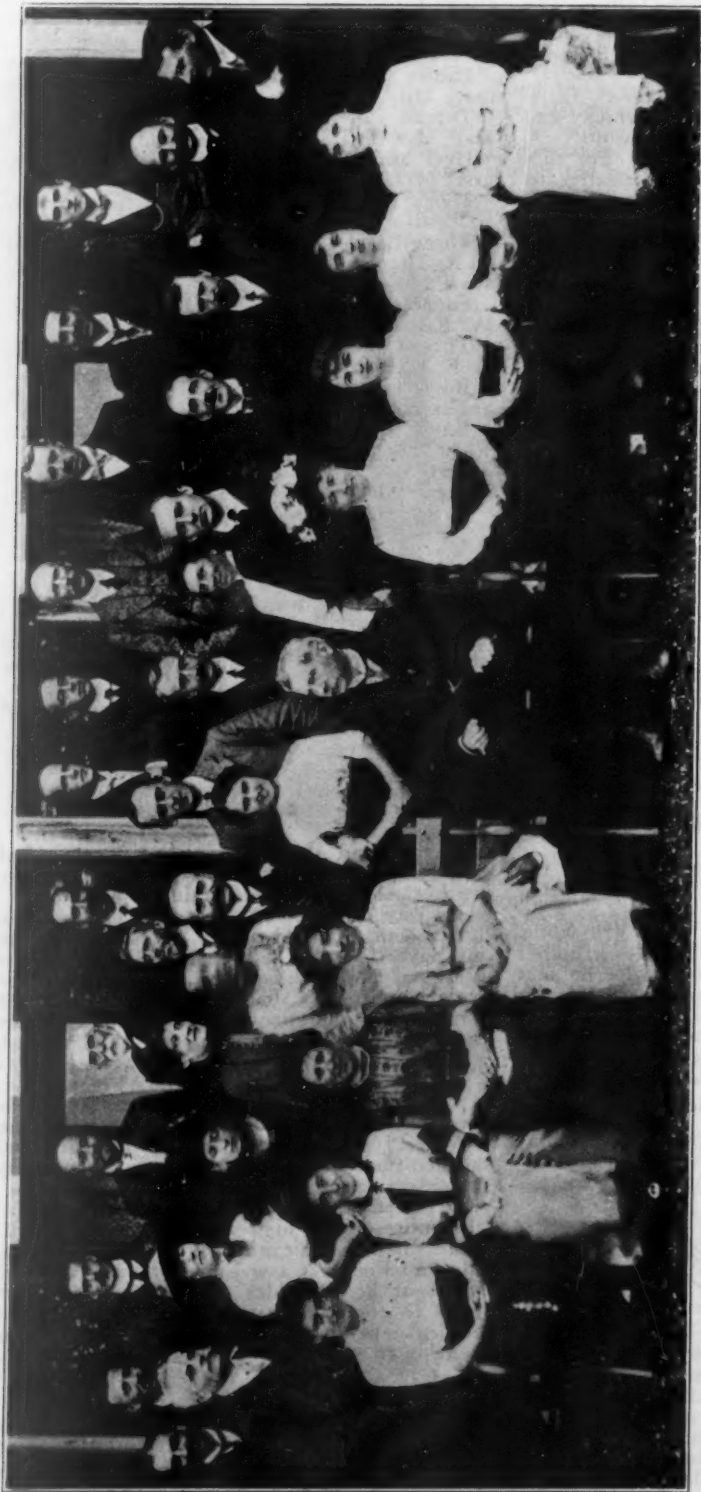
Vice-President Hardy and Secretary Stalker headed the delegation, and we are all planning to repeat the performance.

President Ed Knight has the sympathy of the entire club in his recent bereavement. His sister died in Chicago after a long, lingering illness. For over a week Ed watched day and night at her bedside, while the brave sister tried to conceal her condition and urged him to leave her and go on to the Duluth Convention to which she knew he was a delegate.

D. H. BOWER, Assoc. Ed.

The place to be is at the meeting of your Rotary Club—that is if you want to make friends, new friends, good friends.

DUBLIN (Ireland).



On Saturday, 22nd June, 1912, the members of the Dublin Rotary Club, and their friends, to the number of about fifty, had a very enjoyable outing, when, by invitation of Mr. Ireton P. Jones (the Rotary Nurseryman) a visit was paid to Pennick's Nurseries at Delgany, County Wicklow. The party travelled in reserved carriages by express from Westland Row to Greystones, and thence by car to the Nurseries, where Mr. Jones conducted them through his extensive and beautiful grounds.

Afternoon tea was kindly provided by Mrs. Jones, shortly after which a return was made to Greystones. Arrived at the Grand Hotel, a group photograph was taken by Mr. W. Lawrence (the Rotary Photographer) and at 6:30 p. m., dinner was served. The table decorations and floral buttonholes for each guest were from Pennick's Nurseries, and after dinner, Savoy chocolates were presented to the ladies by Mr. McMurtry (the Rotary Chocolate Manufacturer) and cigarettes to the gentlemen by Mr. A. Vine Sanderson (the Rotary Cigar Merchant).

Artistic menu cards were sent by Mr. E. W. Howe from Morricks, and Mr. Spielmann (the Rotary Ladies' Tailor) also announced a very generous gift to the ladies present who cared to call at his establishment. An excellent musical program was contributed to by Mrs. O'Connor, Miss Stephens, Mr. A. Vine Sanderson and Mr. Hans Krall, Mr. F. W. Saville (the Rotary Musical Instrument Dealer) acting as accompanist.

Several members, under the guidance of Mr. R. N. Tweedy (the Rotary Electrical Engineer) made an inspection of the new Greystones electric light station, for which his firm, Messrs. Wm. Coates & Son, were the contractors.

I send you a copy of the photograph of our party. Dr. James A. Walsh, President of the Dublin Rotary is seated in the front row.

Wm. A. McCONNELL,
Secretary.

HARRISBURG (Penn.).

The first meeting of the Harrisburg Rotary Club since the return of Delegate Kinsloe from the first convention of the International Association of Rotary Clubs, at Duluth, was held in the studio of J. W. Roshon, the Rotarian photographer, Tuesday evening, September 3rd.

The studio was littered with convention souvenirs: "Welcome Rotarians"; "Cincinnati"; "Tacoma"; "Boston"; "San Francisco, 1915"; a herd of "Buffalo's" for 1913; songs about Rotarians "aint got no style"; "Winnipeg"; "St. Louis Rotary Club" pennant to remind us of that generous offer of A. R. Stafford. The pennant was presented to President Robison. The club received some idea of those stirring days in Duluth, but to the Associate Editor it brought only the fondest of recollections.

Delegate Kinsloe said in his report:

Each one of the hundred or more members of our Club contributed his individual share toward paying the expenses of a very delightful trip for your ex-president, and I take this opportunity to thank those present tonight for their share. My chief regret is that you were not all at Duluth with me. . . . In Chicago we met a great bunch who spared no pains to entertain us royally from the time our train arrived until the departure of our boat for Duluth.

A forty-eight mile trip around the prettiest sections of Chicago, followed by a typical Rotarian luncheon at the Virginia Hotel soon consumed the short time and we were on our way to the boat. Chicago is a great place, the Chicago Rotary Club is a great club and in President Croft they have a great man at its head. The same may be said of Duluth and President Filiatrault, whom we met later. . . . One of the greatest benefits to be derived from our membership in International Rotary is that we can go to upwards of fifty leading cities of the world, look up a member of Rotary and know that you will be placed in touch with the highest grade man representing any particular line of business you are interested in. You will not come away feeling that you forced yourself upon some one, compelling them to waste time and money on you against his wishes.

The primary object of Rotarians meeting together and of the whole Rotary movement is to, by more perfect acquaintance, make friendships. I found the representatives of Rotary the world over realizing that the successful development of their ambitions is dependent upon friendship, and they consider it a fact and a privilege.

With a membership of but thirty-five high-class business men, George W. Clark, president of the Jacksonville (Fla.) Rotary Club, and a power in that section as well as in Rotary, announces: "We have decided not to elect any new members until our present members BECOME ACQUAINTED WITH ROTARY WORK, NOR until we have changed our method of electing members, after which all meetings will be open to guests."

It is not quantity, but quality which counts in Rotary. And Mr. Clark but voices the sentiment of Rotary almost the world over when he says "after which all meetings will be open to guests." We have nothing, or should have

nothing of which we are ashamed, "and the freedom with which we admit non-members corrects erroneous impressions and disarms criticism from those who on account of being ineligible, or from other causes might be antagonistic."

Harrisburg sends greetings to every Rotarian in the world, but the Associate Editor sends his personal greetings and very best wishes to all those fine fellows he met before, during and after the convention—"they're style all the while" (Conlon).

JAMES R. KINSLOE, Assoc. Ed.

KANSAS CITY (Mo.).

At our first meeting in June, President Greiner gave a review of his year's tenure in office. By virtue of having changed the by-laws Mr. Greiner holds over until September.

The year's review was certainly very gratifying to the membership.

Here are some facts which may be of interest to Rotarians in other cities:

Membership July 1, 1911.....166
New members admitted during the year.... 76

Total242
Dropped for various causes..... 31
Resigned 10
Died 1

Total 42
Membership July 1, 1912..... 200
Total attendance noon-day luncheons....4,561
Total attendance at nine night dinners....1,303

Total5,864
Number of luncheons 44
Average attendance104
Night dinners 9
Average attendance145
Average attendance year previous..... 57
Average attendance June, 1911..... 66
Average attendance June, 1912122

The following speakers entertained the members at night dinners:

September—Senator James A. Reed, Dr. E. Combie Smith.

October—Paul P. Harris, Chesley R. Perry.

November—Wm. P. Borland.

December—John Atwood, Preston K. Dillenbeck.

January—Harvey C. Lowrance, Dr. W. S. Wheeler.

March—Dr. Fred V. Loos, Wm. S. Cowherd.

April—Frank P. Walsh, P. Connor, Paul P. Harris.

At a regular meeting of the Rotary Club, July 25th, that portion of the Bourne Parcels Post Bill regarding the rates on third-class matter was thoroughly discussed, which resulted in this telegram being sent to Senators Stevens and Reed and Congressman Borland:

"At a meeting of the Kansas City Rotary Club, composed of two hundred different lines of business, it was unanimously decided to file our sincere protest against that part of Bourne Bill increasing the rate of postage on printed matter, for reason of same being unjust.—Otto Wittman, Sec'y."

FRANK T. RILEY, Assoc. Ed.

GLASGOW (Scotland).



W. STUART MORROW.

Mr. Morrow is at present the Secretary of the Rotary Club, Glasgow, which he organized and has made the largest Rotary Club in the British Isles. Prior to his good work in Glasgow he organized and served as secretary of both the Dublin and Belfast Rotary Clubs in Ireland. He has in mind the establishment of other Rotary Clubs in Scotland.

From the fact that Mr. Morrow has spent some time in the United States his offer to undertake commissions or organize agencies in the British Isles for American business men ought to appeal strongly to those who would like to have such services from a reliable and competent man.

His address is 100 Bothwell St., Glasgow.

LOS ANGELES (Calif.).

The Los Angeles Rotary Club met for business at its luncheon at the Angelus yesterday and concluded by hearing two sermons. One was by Andrew Park, a lawyer who talks like a preacher, and the other by Dr. James Kramer, a preacher who talks like a lawyer. The Rotary Club members are accustomed to drinking hot coffee in the summer and eating ice cream in the winter, and they swallowed the oratorical paradox as if they enjoyed it.

Dr. Kramer is the national chaplain of the National Association of Rotary Clubs, and had a license to preach to his Los Angeles charge. He went at them hot and heavy on the subject of manhood. It takes more than a shingle with gilt letters to make a lawyer, he said;

more than a white tie and a frock coat to make a preacher; more than a cap and gown to make a judge, for it takes a man to fill any place and fill it right. In the South, in the white city of Atlanta, while the red stars watched from their ruby throne, a magnolia blossomed land from which the fragrance of romance has never flown, long after the angel of peace had folded his wings about a country which had given beauty for ashes, the ranks of 10,000 Confederate veterans one day parted and William McKinley marched between them to a thunder of applause and when the Stars and Stripes followed him the 10,000 cried aloud as with one voice, "It's ours; it's ours; the flag is ours forever." These men whose defeat is turned to victory, even as the resurrection follows death, the speaker said, applauded not the brave soldier, nor yet the President of the United States, but they were sounding the praises of a noble man. Some one has said that Jesus was the Heavenly Father's finest gentleman because a gentleman is one who brings no pain to others.

Angelenos will have several opportunities of hearing Dr. Kramer as he will occupy the pulpit of the First Baptist Church for a month of Sundays, beginning two weeks hence, in the meantime he is giving Chautauqua lectures at Long Beach.

Judge Park talked to the club on the subject, "It is not what is on a man but what is in him that spells what he is." President Roger M. Andrews and other returned delegates from the national convention at Duluth, will make their report next Friday. H. R. MacLafferty has been appointed sergeant-at-arms.—Los Angeles Times.

MINNEAPOLIS (Minn.).

For some time we have endeavored to have singing at the Club occasionally in which all the men would join but of course have not wished to do this until it could be pulled off right. We firmly believe that the singing of men together is of great pulling power. Mr. Guylee and Mr. Schmitt, two of our members, have presented the Club with one hundred copies of 101 Best Songs. Hal S. Woodruff, Director of the Apollo Club of Minneapolis, has lately become a member and with him as leader together with eight or ten Rotarians who are good singers we succeeded in doing it right. Our time was limited however, and we sang only one song, Auld Lang Syne, but it shall be our endeavor in the future, not necessarily at every meeting, but quite often, to get the men to sing two or three familiar songs. Several of the members last week commented on the singing proposition and hoped there would be more of it.

CHAS. P. TAYLOR, Asst. Secy.

Mr. Taylor rendered valuable assistance to the Secretary at the Duluth Convention. He has just resigned his position as Assistant Secretary-Treasurer of the Minneapolis Rotary Club to assume an executive position with the Glide Road Machine Co., of Minneapolis. Good luck to you, Charles P.

OMAHA (Neb.).



DANIEL BAUM, Jr., President Omaha Rotary Club; 34 years old; graduate of Lafayette College; for past eight years Manager of the Baum Iron Company, largest heavy hardware company west of Mississippi River, and represents automobile supplies in Rotary Club, this department of his business being very large.

TOM S. KELLY, Vice-President Omaha Rotary Club; General Agent Life Department Travelers' Insurance Co., of Hartford, Conn., 1331-35 City National Bank Bldg., Omaha. The Travelers' seems to be entitled to be called The Rotary Company as a large majority of the clubs have either one or more departments of that company represented.

GEORGE J. DUNCAN, Secretary and Treasurer of Omaha Rotary Club, is one of

the most aggressive as well as progressive newspaper men in the West. He is young and full of ideas, all good ones, and owes his success to his own efforts. His early career was not paved with roses, as he was successively a corner newsboy, route carrier, "train butcher," "printer's devil," office boy, reporter, special correspondent, and now top-notch advertising man.

He eats, drinks, and sleeps after the principles of Rotary.

To boost his fellow man is his religion, and to succeed in all undertakings one of his most pronounced habits. Being only 27 years of age, and with his world of experience behind him makes us wonder where he will land twenty-seven years hence—own the paper—why not?

PHILADELPHIA (Pa.).



Our Civic Committee reports that two additional benches, bearing plates with appropriate inscriptions, have been placed in the Sherwood Recreation Park and the Tacony Playground. These are the gift of the Philadelphia Rotary Club.

We have received a very interesting letter from Rotarian Jackson of the American Multigraph Company, advising that one of their customers has just completed a run of 4,000, con-

sisting of 2,000 letter heads, two impressions—red and blue—registering perfectly without spoiling a single sheet. This should interest those who have use for a multigraph machine and your Secretary can testify to the excellent work turned out.

President Berlet reports satisfactory results from the advertisement of his firm appearing in the July number of "The National Rotarian." This is a splendid opportunity for Rotarians to advertise their wares among men who are really interested in them and their business, and it is to be hoped that many will take advantage of this medium during the coming year. Special thanks are due to Rotarians Gatchel, Hodgson, and Fenton who have contracted for considerable space covering several months.

That the monthly dinners are missed by the members is evidenced by the fact that frequent inquiries are received as to when these will be resumed. Tuesday, September 17th, is the date, and the new Entertainment Committee will exert themselves to compete with the ex-

cellent results obtained by the retiring committee.

Already, we have a number of applications for membership on hand, and the next meeting should set a high-water mark in this respect.

To further stimulate the interest in the weekly "boost" prize, Rotarians Reeder and Jackson have offered to prepare the letters and envelopes for the special notices to be sent to the members by the lucky one drawing the prize. Another proof of the true Rotary spirit.

The Rotary Club of Philadelphia congratulates its Duluth brethren on the excellent issue of "The National Rotarian" for August.

Rotarian Photographer Phillips received a very handsome cup from the Photographers' Association of America, for services rendered at the Annual Convention in Philadelphia during the past month.

Ex-Secretary Pike, provisional appointee as Chief of the Electrical Bureau, received the highest average of those who took the examination for the position. Only one other who took the test received a sufficient average to qualify, and his mark was ten points below that of Mr. Pike. This is proof that Mr. Pike is the right man in the right place.

CHAS. A. TYLER, Assoc. Ed.

SAN FRANCISCO (Calif.).



At a recent meeting, Mr. Robt. F. Gallagher said in part:

According to my observation since I have had the honor and pleasure of membership in this club, the benefits resulting to its members come mainly from the opportunity to make friends under the most pleasing auspices at the weekly luncheons, which bring us together in friendly association for at least an hour, free from friction or discord of any kind because we are all business friends willing to accept any opportunity to befriend each other. These luncheons afford us every opportunity of becoming better acquainted with each other and of presenting to the best advantage our respective claims to the patronage of one another, and I am satisfied result in more real substantial benefit than all other features of Rotaryism combined. In other words, eliminate the luncheons and you destroy Rotaryism; make the luncheons more attractive and Rotaryism will thrive.

If this be so—if the main-stay of Rotaryism is the luncheon table with its opportunities for personal association, then the implied obligation to patronize one another is of secondary importance, the vital question being how to increase the attendance at each luncheon, and every effort should be made to accomplish this result.

The public is prone to understand from the

very nature of our club that membership carries with it the absolute right to all business of the club and its members, whereas such is not the case; yet we are saddled with that false impression, and it is but natural to expect some retaliation.

The Rotary Club, gentlemen, is nothing more or less than a club of business friends with no direct obligation to patronize each other, but with the underlying sentiment that whenever possible the members will assist one another. That sentiment is the foundation of the club and rests upon the opportunity afforded the members to become better acquainted.

The club in my estimation should not attempt to take part in either political or civic affairs except as individuals. It should keep out of the public lime-light; it should not seek publicity, for we should be mindful of the fact that we are losing as well as gaining members—that where members are lost because of any other reason than retiring from business or leaving the city it is fair to assume that our friendly relations are severed, and that such retiring members will knock rather than boost our respective interests.

If we expect to get material benefits from Rotaryism, then we should form closer ties and pay more attention to the business claims of our brothers; we should boost their goods at all times and not look too narrowly into the matter of price, always insisting, however, upon quality; we should give them the benefit of every possible doubt, and make Rotaryism in fact what it is in theory, and what it stands for in the eyes of the community not acquainted with its inside workings, a club for the advancement of the interests of its members, even though it be necessary at times to step upon the corns of others in so doing, for we must remember at all times that "united we stand, divided we fall."

If we expect the patronage of our club members or any particular class of them, we should be willing to patronize them in return—not only those whom it is advantageous to patronize, but all the members of the club; otherwise, it seems to me we have no place here. "Help one another" should be our motto.

When we joined this club we impliedly stipulated to assume our share of the consequences of membership as well as accept its benefits; we understood that in gathering roses we must expect a thorn now and then; we should not look for benefits from the club without an honest disposition to render an equivalent—a quid pro quo—when the opportunity occurs; therefore, let us get closer together in action as well as in spirit; let us boost everything Rotary, and by presenting a solid phalanx accomplish our purposes; for, gentlemen, if we stand solidly together along these lines Rotaryism will undoubtedly accomplish for its members all that can be reasonably expected, the measure of the fruits and benefits of membership depending solely upon the "stick-together" spirit as manifested and exemplified by its members.

R. R. ROGERS, Secretary.

Advertise your business in "The Rotarian." Don't delay.

SEATTLE (Wash.).

This is supposed to be a picture of R. G. Taylor (of the Seattle Rotary Club), who represents R. G. Dun & Co.; and Mr. Taylor is supposed to be playing base ball. We will give a copy of a beautiful book for the best explanation of what Mr. Taylor has just done or is just about to do. They are great ball players in Seattle, and it is reported that they are going to challenge the winners of the San Francisco-Oakland game.

A number of the Seattle Rotarians live at Laurelhurst on Lake Washington—a beautiful suburb just on the edge of the city. Here they have opportunity for their base ball, tennis and other sports. Past Pres. "Jim" Pinkham and Earl McLaughlin are among the leaders in the Olympian games.

McLaughlin is in the real estate business and has great faith that Seattle's growth has only commenced. He urges everyone to buy waterfront property and his arguments "listen well." P.



BOSTON (Mass.).

Boston, like other clubs, has been without business meetings and luncheons during July and we shall continue this through August but will get back into the harness the second Monday of September. The only thing of any marked interest that has transpired since the close of our monthly meetings was our outing, held at Bass Point on Wednesday, July 24th. We had with us on this occasion upwards of 150 members, and had as guests the president and almost the entire Board of Directors of the Providence Rotary Club, as well as a few other Providence members.

We could not have selected a better day—the weather was great—and all the sporting events put on displayed considerable enthusiasm, owing to the many competitors. Perhaps the most interesting event was the ball game in which Mr. Winthrop C. Richmond was captain and pitcher for the "Sees," and your humble servant, captain and pitcher for the "Saws." It was pretty strenuous, and when the fifth inning was over it was decided to quit, the score being 13 to 13 and neither the "Sees" nor the "Saws" having won, it was decided best to let the umpire have the box of cigars.

Most of the ball players and other members who entered the sporting events have found it necessary to take a day or two off and spend the time in Turkish baths or the like in order to get back into physical condition for office work. Other contests were the pipe race, spoon race, ball throwing, three-legged race, etc., etc. Many contestants came out of

these events with torn trousers and skinned knees, particularly so in the three-legged race.

The whole affair was most enjoyable, and although some arrived home in the "wee small hours," everybody had a big time.

I enclose a letter by our President, Mr. Robert H. Clark, which I would like to have published in the September Rotarian.

J. E. FITZWILSON, Assoc. Ed.

Boston, Mass., July 28, 1912.

To the Members of the Boston Rotary Club.
Gentlemen:

Through my unavoidable absence from the June meeting I was unable, at that time, to express my deep sense of obligation for the confidence you expressed in me by electing me your president for the ensuing year.

I do so now, and beg to assure you that during my administration of the club's affairs its interests shall be conserved and its continued progress shall be my constant thought. The Boston Rotary Club is under deep and lasting obligation to its former presidents, secretaries, treasurers, and directors, who, in its formative period, gave much time and thought to its upbuilding.

We have, however, arrived at the stage of our growth (having two hundred and nine members) where we can calmly survey the situation and proceed with perhaps greater caution than heretofore. No organization, no matter how well conceived nor how strongly the foundations have been built, can expect to escape the many pitfalls it must necessarily encounter during its onward march. Our club, in this, has not been exempt, and our future prosperity, in a great measure, depends upon our ability to take cognizance of past experiences and use them as a means to attain the true dignity of purpose for which this club was founded. In its final analysis, what is Rotarianism? National President Paul P. Harris says: "Rotarianism is a STEP in the evolution of humanity and in the emancipation of man from the exaction of unceasing servitude to the interests of self." In this definition we have all the law and gospel of Rotarianism. It is essentially an altruistic club where one is regardless of others, beneficent and unselfish. Your past president well said that many men may seek admission for the sole purpose of self interest; but sooner or later, as they sense the true meaning of Rotarianism, they either yield to its overpowering demand, or through their conspicuous isolation deem it best to relegate themselves beyond the pale.

Rotarianism demands of each member all the qualifications that go to make an ideal man. He pledges himself to civic righteousness, to conserve the ethics of business life, to disseminate good cheer and brotherly love among the members, and, when possible, to assist them in their business career. Can you conceive of an organization founded on better principles?

The constitution of this club provides that its president shall have control over it—his powers are great and his responsibilities equally so. It is my purpose to keep continually in mind these responsibilities, and with your helpful co-operation to perform my duties with exactitude. I have, therefore, in accordance with the constitution, begun my official career by appointing the several committees provided for. Each committee with its respective chairman comprises men who have given service in the past and who have expressed their willingness to continue to do so to the end that Rotarianism in this, our fair City of Boston, may continue to prosper. To those gentlemen who have so promptly responded to the demands which the club, through me, has made upon them, I extend my sincere thanks.

It is to be regretted that the committees are so few. I would therefore direct your attention to the advisability of increasing their number in order that more men may be actively engaged in promulgating the principles of Rotarianism in the community, so that the membership of the club may be increased by adding to it other men of worth and of standing.

The chairman of each of the appointed committees will be expected to maintain close relations with the President, in order that he may have knowledge of their activities and be benefited and strengthened by their counsel.

No communication of an official character will be submitted to you for your judgment which has not been carefully considered by your president and his board of directors. There can be no permanent progress in an organization where the responsibility is divided.

In the course of a few days there will be submitted to you by one of the committees, through me, a mat-

ter of great importance, to which I earnestly request your most careful consideration and co-operation. The question of the monthly dinners and business meetings—where they should be held, the time, the manner in which they should be conducted—is now engaging the attention of the Entertainment Committee. The matter of weekly luncheons—when, where, and how to be conducted—is also being carefully gone into. Your suggestions will be greatly appreciated. Your president questions the wisdom of and is opposed to contests for securing members and the giving of prizes for the purpose of raffling them. He, with you, fully realizes that the fundamental principle of Rotarianism is SERVICE, that this great virtue is not to be acquired through the lure of prize offerings or lucky drawings, but that it must be obtained through the individual realizing the indispensability of unselfish service. A member becomes a true Rotarian only when he is actuated by the fundamental principles set forth in the constitution. A prospective member—a president of a corporation, a proprietor of a business, a corporate officer, or a resident manager of a foreign corporation—will not be impressed with the value and dignity of an association like ours when he learns that prizes are given and raffled for the purpose of stimulating interest in the club, or to aid in pushing forward the goods which the giving member may have for sale. True Rotarianism should not demand this of any man. There are many members who, for one reason or another, cannot give; there are others who have conscientious scruples in the matter; there are still others who, in giving prizes with the thought of stimulating their business, would be considered guilty of violating the statutes.

The president of the Kansas City Rotary Club, in an article published in The National Rotarian, expresses his disgust at this means of popularizing his club. He has been sustained in this by the members, and Kansas City today has one of the most flourishing clubs in the country.

This is not written in the spirit of criticism. Many things are done during the early days of an organization which would not be countenanced or tolerated later.

The kindness of the gentlemen who have given, the sincerity of those who have favored the plan, is not to be questioned; but as we grow in strength and experience, we obtain a broader view, unconsciously raise our standards, and leave behind those things which, in a period of formation, may have seemed useful, but which in the time of fruition are puerile, archaic, and ineffective.

The membership of this club has made itself felt in the community. Each day brings prospective members who are making inquiries concerning it. The civic activities already pursued will be continued under the lately appointed and able chairman of the Civic Committee. The work of the Fraternity Committee, so well begun, is also to be continued under its former chairman who has done so much for Rotarianism. The conservation of ethical standards in business and the solidarity of its membership will so impress itself upon the minds of our citizens that, not only will it grow in grace and strength, but it will command a waiting list composed of men who shall be considered worthy to become members and greatly privileged in so doing. The officers who have been elected and the committees which have been appointed are ready to serve you. They welcome ideas, suggestions and CONSTRUCTIVE CRITICISM. They believe that with your co-operation this club will so advance that it shall be pointed to as splendidly reflecting the stability, the culture, and the poise of our great city whose fame has been sounded both far and near. If stability and integrity are our watch-words and mutuality and reciprocity are deeply engraved in our consciousness, what shall prevent this club of ours from becoming the hub of Rotary's great wheel?

With grateful acknowledgement of your kindness to and confidence in me, I beg to remain,

Sincerely yours in Rotary,

ROBERT H. CLARK, President.

EARNEST MEN.

"The earnest men are so few in the world that their very earnestness becomes at once the badge of their nobility; and as men in a crowd instinctively make room for one who seems eager to force his way through it, so mankind everywhere open their ranks to one who rushes zealously toward some object lying beyond them."—Dwight.

BUFFALO (N. Y.).

The following letter has been sent to all Rotary officers everywhere but we would like to have all Rotarians read it:

"August 22nd.

Dear Sir:

Where will the next convention of the International Association of Rotary Clubs be held? This question must be decided soon by the Board of Directors. It belongs in the East. The Cincinnati boys are all right, but the city is too hot in August. Buffalo is always cool as to weather but warm in its welcome.

The third annual convention at Duluth was most successful, and our claims for the next convention were there presented and received many favorable replies. We ask you for the next convention and we want it. We wish to show the good fellows who will attend the finest paved streets and some of the finest residence streets in the world. We want them to see the beauties of Niagara Falls and the Gorge Route, and to become acquainted with one of the greatest manufacturing and industrial centers of the United States.

We are within twelve miles ride of more than half the population of the United States, and within that distance of two-thirds of the population of the Dominion of Canada, and the finest summer resorts are at our door when the convention is over.

You can come by rail or water. The western delegates can meet at Duluth or at some other lake port and come down in groups in some of the finest passenger steamers that are afloat. Nothing surpasses these water trips for rest and pleasure.

We have the finest hotel accommodations of any city of our size in the United States and the published rates are guaranteed by the Chamber of Commerce.

The delegates from abroad can assemble at Boston and come here in twelve hours.

Over 200 members of the Buffalo Rotary Club bid you welcome in 1913.

Yours very truly,

ROTARY CLUB OF BUFFALO.

THOS. H. NOONAN, President."

We shall have something more to say later, but this will do for a starter.

A. F. OSBORN, Assoc. Ed.

ONE FOR PRESIDENT MEAD.

Satisfied, But—

It was at a Spiritualistic seance in the City of Brotherly love. The sad-hearted widow was there seeking for a message from the late departed husband. Finally the medium reached him and the widow asked: "Is that you, John?"

John admitted that it was he and when asked where he was he replied that he was in Heaven.

Then inquired the widow, "Are you happy, John?"

"Yes," he responded, "but it is not Philadelphia, you know."

Half-Tones, Cuts, Plates, Etc.—Some Valuable Information

The Rotarian:

For the good of the cause, at convenience should appreciate your making special display notice of the matter referred to on enclosed pamphlet, showing standard trade terms adopted by the International Association of Photo-Engravers.

As an Association, we are endeavoring to overcome misunderstandings that arise, due to the use of improper terms or expressions referring to the class or style of work required or desired.

Yours very truly,

H. A. GATCHEL,

Chairman of the Publicity Committee of the International Association of Photo Engravers; Chairman of the Division of Rotarian Photo Engravers (Firm: Gatchel and Manning, Philadelphia).

Standard Trade Terms.

The universal use of these Trade Terms will avoid confusion and will save, both the Buyer of engraved plates and the Engraver, trouble, time, and money.

Halftone—Square Plate.—A halftone in which the outside edges are rectangular and parallel, may be with or without single black line border.

Halftone—Outlined.—A halftone with the background outside of the object entirely cut away, leaving a definite edge without shading or vignetting.

Halftone—Vignetted.—A halftone in which one or more of the edges of the object are shaded from dark tones to pure white.

Halftone—Outlined and Vignetted.—A halftone in which part of the background is cut away and part vignetted.

Cut.—Never use this obsolete term, as it does not apply to the photo-engraving business; use the terms "engraving" or "plate."

Direct Halftone.—A halftone to produce which the screen negative is made by direct exposure from the article itself, and not from a photograph or drawing.

Highlight Halftone.—A halftone plate in which the elimination of the dots in the high lights is accomplished by a photo-chemical process instead of by cutting them out with a tool.

News-Tone.—A name sometimes given to coarse-screen halftones, always etched on zinc and used mostly for newspaper work. Also known as "quarternote."

Metzograph.—A halftone made by the use of a grained screen instead of a cross-line screen.

Duograph.—Two halftone plates made from one copy and usually printed in black and one tint, or two shades of the same color, the two plates made with different screen angles.

Duotype.—Two halftone plates made from one copy, both from the same negative and etched differently.

Two-Color Halftones.—Two halftone plates, either or both plates an etched plate contain-

ing parts or all of the design, to be printed in two contrasting colors.

Three or More Color Halftones.—Same as definition of two-color halftone, using three or more etched halftone plates.

Three-Color Process Plates.—Printing plates produced from colored copy or objects to reproduce the picture or object in its original colors by a photo-chemical separation of the primary colors, and etched halftone plates to reproduce each separate color, usually printed in yellow, red and blue. An approximate result may be obtained from one-color copy by using the skill of the workmen in securing the color values on the etched plates. (Eliminate the word "Fake" from your vocabulary as applied to the three-color process.)

Four-Color Process Plates.—Same as the three-color process, with the addition of a gray or black plate.

Combination Plates.—Black only—Plates made by the use of two or more halftone or line negatives, the films stripped together and printed and etched on one copper or zinc plate.

Combination Plates.—Color.—Plates made by the use of a key plate and color plates, either halftone or line, to be printed in two or more colors.

Ben Day Plates.—Plates made by laying shaded tints on copper or zinc and etching them to produce colors or combination of colors when printed.

Deep Etching.—Additional etching made necessary to secure proper printing depth where this cannot be accomplished by routing, and usually caused by the use of dense black lines, or line negatives and halftone negatives being combined in one plate.

Negative Etching.—A plate from which the blacks of the original copy will print white and the whites will print black.

Embossing Plate.—A plate cut or etched below its surface for the purpose of raising the image of the printed surface.

Stamping Die.—A relief plate engraved on brass or zinc for stamping book covers or similar surfaces.

Hand Tooling.—Any work done by use of a tool upon the plate to increase the contrast of the etched plate.

"I was two years making my plans before I put in a spade for the construction of the Great Northern road."—James J. Hill.

"Never ask how much you can get for an article. Ask at how low a price you can sell at a profit."—W. Whitely.

Still Safe.

"Muz, did you hear the step-ladder when it tumbled over?"

"No, darling. I hope papa didn't fall."

"Not yet—he's still hanging on to the picture molding!"—London Opinion.

WHY HE WAS AT THE FOOT.



A young man had just told the general manager that he had been six years with the firm and thought that he was entitled to more salary. He was still in the place they had given him when he first went to work. Others of shorter service had been promoted and had their pay increased. He did not think that he had been fairly treated.

"You're fond of base ball, aren't you?" asked the general manager, suddenly. The assistant shipping clerk admitted that he was.

"Go often to the games?"

"No, I can't get away very much."

"Who has the highest batting average in the league?"

The clerk gave the name.

"Who pitched for the Athletics last Saturday?"

The clerk had the name at his tongue's end.

"How many times was Smith struck out last season? What do you think are the merits of Brown over Jones?"—and so forth.

The answer came quick and clear; they showed thorough familiarity with the game.

Suddenly the question changed: "What ward do you live in?"

"Lemme see—Sixth—no, Eighth."

"What precinct?"

The clerk grinned. "You've got me," he said. "I don't know."

"Who's the alderman?"

"Um-m—why, er—Connors!"

"Wasn't Connors beaten last spring?"

"Yes, he was. I've forgotten who beat him, though."

"Who is your representative in congress?"

"Senator Black."

"Senator Black is dead. I mean your representative in congress—your congressman?"

"Why—Johnson. No, Johnson is our mayor. I can't think of his name."

"You are 27 years old, you say? You must have voted for two presidents?"

The clerk was silent. Then he said: "I'll tell you, Mr. Blank, I never voted in my life. I don't take any interest in politics!"

"Well, William," said the manager. "I never saw a better posted man on base ball than you are, and I'm something of a fan myself. Base ball is a mighty fine sport, but it isn't everything and there's always danger of your becoming a monomaniac on the subject. Now, Gates, your chief, tells me that he has to watch you constantly and see that you don't ship half our orders to towns of the major leagues instead of where they belong. He says, too, that you talk base ball so much that he and the other boys can hardly do their work properly, and that you certainly cannot do yours as it should be done. I have found you sadly

deficient in the field of politics; you have neglected your vote, and if you hadn't you probably would have cast it ignorantly. I don't care what party you vote for, but vote! I have no doubt I could find you quite as lacking in information about business as about politics. I can't give you a promotion or a raise, for I don't think you deserve it. You are devoting too much time to base ball—to thinking about it, I mean. You have not been promoted because newer men have passed you by dint of learning to do something additional. And most of them like base ball at that. You are where you started, and you will stay there as long as you take only a passing concern in our affairs. You must interest yourself in other matters, and, above all, you must begin to vote, and vote intelligently."—Ram's Horn.

PARIS' FREAK RESTAURANTS.

Opportunities Afforded Visitors to Secure Novel Sensations.

[London Tit-Bits:] There is (or was) in Berlin a certain cafe where rudeness is the keynote of the waiting staff. Every patron who enters the restaurant is hustled roughly into a seat, abruptly interrogated as to his wants, and finally has to submit to seeing his food thrust before him with as little ceremony as one might show to a stray dog.

This cafe is, of course, one of the many "freak" restaurants which abound on the continent, and the entire scheme of rudeness is simply a device to attract customers in search of a new sensation, which they undoubtedly secure.

In Chicago there is a restaurant which boasts that it has never closed its doors for a single hour from the day of its opening more than twenty years since, to the present time. A double staff of waiters is employed, and the cleaning of the rooms is done in sections and during slack times. As far as the writer is aware, this non-closing constitutes a record which is quite unique.

Tourists which "did" the sights of Paris a few years ago will probably remember the amazing "convict" cafe, where every waiter was garbed like a felon, wearing the hideous uniform of the French convict. Chains, handcuffs, and other grim relics decorated the walls of the extraordinary restaurant, and the plates on which the food was served were models of prison dishes. The owner of this freak cafe no doubt amassed a considerable fortune.

Paris is undoubtedly the parent of weird cafes. Near the Boulevard Montmartre there stands the famous Cabaret de Neant (Inn of Nothingness, of Death). The entrance to the cafe is through a small opening in a black shutter, and once inside the visitor is appalled by the gloom of the room. Lighted by flickering tapers, its walls are hung with skeletons in various forms of activity. Food and drink are served in coffins, and the waiters are garbed like undertakers' mutes.

More cheerful are the restaurants of the Isle Robinson, a summer resort suspended from the branches of huge trees, and amid the leaves and branches of magnificent oaks and

beaches patrons eat their food and sip their summer drinks, music being provided by a special "band" of feathered musicians.

A "silent" cafe was inaugurated some years ago in Paris, probably to cater to votaries of the "rest" cure. Not a word is permitted to be spoken above a whisper, and even the orders to the staff had to be given in writing. The strange venture only enjoyed a brief life, and soon faded into still greater silence.

OPPORTUNITIES FOR DOING GOOD.

[An editorial from the Chicago Record-Herald.]

It has been said times without number that this is the age of organization, and fortunately the genius for organization is not exhausted in founding and developing industrial trusts. It is employed unceasingly in the churches, in the associated charities, in the social settlements. Men and women are working together as they have never worked before to help all who need a helping hand, to bring comfort to those who are parts of what Rev. J. J. D. Hall called the "human junk piles" in his address before the Brotherhood of St. Andrew.

The world owes much and it will owe more to these united efforts for the benefit of the race. The union is a mighty one, and the people who have joined it are rich not merely in professions but in good works. But it is well to remember even where there is the highest enthusiasm for organized philanthropy that there is still a demand for individualism of the right sort, a demand that may be supplied not only in associations of many kinds but in all our daily intercourse with one another. And possibly the intense interest that is aroused by doing good with "malice aforethought" may sometimes put out of mind the opportunities that come to every one for doing good without organization and without any elaborate planning.

For an illustration of what is meant consider the life and conduct of two men whom we all know. One carries sunshine wherever he goes. His presence is a benediction. He passes through an open doorway, and as he does so a ray of light seems to enter the room. Discontent and weariness vanish. Whether there are two, three or a dozen persons in the room all are made glad. Nor is this due only to the charm of a pleasing manner. There is a much deeper reason. The man's character has stood the test of many trials. "To everything there is a season, and a time to every purpose under the heaven," but to his unselfish purpose there is a time in every minute. He will run his legs off for a friend. He is doing little things for somebody with every fresh impulse from an overflowing heart, with such beautiful thoughtlessness, such complete forgetfulness of self that God's greatest blessing is on him in the love of his fellows.

For a contrast there is that other man who is so much concerned with general problems that he counts for nothing in particular cases, so much impressed by the prevalence of evil and his isolated goodness that in imagination he is always on the heights, so rich in fine sentiment and so absorbed with his own little wants that he seldom lifts his hand for others,

that he actually makes a burden of his favors, and repels and irritates his closest associates.

Conceivably a man who at least suggests the first type may be found among the human junk piles, while examples of the second type are not unknown in philanthropic circles. And the young person who is yearning to be good and to do good might profit by thinking over the comparison. Let him do what he can in concert with others, but let him not forget that he may discover abundant opportunities for working out his noble designs in his home and in his business and on the street. Above all, let him remember that uplifting humanity does not consist in lifting up one's self.

ANOTHER BURBANK.

One of the old residents of Henpeck, N. J., had a large lawn in front of his house. Like most lawns, it produced nothing but grass, and the cutting of grass was a constant source of expense. The bills for lawn mowers and labor set this shrewd Jersey-man to thinking, and he finally began to grow some grass in a box in the house. By an automatic arrangement he caused a pair of shears to cut off the blades of grass the instant they endeavored to grow beyond a certain height. After a month of fruitless struggling the grass became discouraged and remained at the same height all the time. From the seed the ingenious Jerseyite sowed his own lawn, which always remains in perfect condition and never needs cutting, and he is now going into the business of supplying the seed wholesale.—Exchange.

GREATER THAN HE.

While ex-President Roosevelt was on his famous Louisiana bear-hunting trip he passed by an old colored man's cabin and saw two fine hounds in the yard. Mr. Roosevelt made several offers for the hounds, each larger than the last; but the old man shook his head. Finally the president said:

"If you knew who I am you would sell me those dogs."

"Sell you dem hound dawgs if I knowed who you is!" exclaimed the old man. "Who is you, anyhow?"

"I am President Roosevelt," was the reply, uttered in an impressive tone.

The old man looked at him a moment, and then said: "See heah, I wouldn't care if you was Bookah T. Washington, you couldn't get dem dawgs!"—National Monthly.

DEVELOPING A MAN.

"God educates men by casting them upon their own resources. Man learns to swim by being tossed into life's maelstrom and left to make his way ashore. No youth can learn to sail his life-craft in a lake sequestered and sheltered from all storms, where other vessels never come. Skill comes through sailing one's craft amidst rocks and bars and opposing fleets, amidst storms and whirls and counter-currents. Responsibility alone drives man to toil and brings out his best gifts."—Newell Dwight Hillis.

THE ROTARIAN

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OF THE INTERNATIONAL ASSOCIATION
OF ROTARY CLUBS**

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CHESLEY R. PERRY, Editor and Business Mgr.
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office at Mount Morris Illinois, under the act of
March 3, 1879

"HAIL TO THE CHIEF."

Inaugural Address of President Mead.

The Editor takes pleasure in giving up the editorial page this month to the brief inaugural address of the new President, Mr. Glenn C. Mead, delivered off-hand to the Convention shortly after his election.

He said:

Fellow Rotarians:

I greatly appreciate the honor you have conferred upon me in choosing me President of the International Association of Rotary Clubs, and thank you for it most heartily. I am also keenly conscious of the responsibilities attached to the position and can only hope to accomplish the results properly to be expected by receiving your aid and counsel constantly throughout the year. Just at this moment I feel like a child about to go up stairs in the dark, and I tremble at being left alone by your immediate departure away from the scene of this Convention's labors. I take courage, however, from the fact that I shall have the advice and help of our beloved first President and friend, Paul Harris, any time that I get into deep water. Our amiable and able Secretary, who is, after all, the main-spring of the Association's activities, will be to me an ever present help and support throughout the year. The new Board of Directors is composed of men who have impressed us at this Convention with their character, ability and energy, and I shall endeavor at all times to get and deserve their co-operation and support.

This Rotary movement has enlisted the most capable and upright business men of all the great cities of this country and many of those in Canada, Great Britain and Ireland; the change of name to "International" indicates the growth and suggests the possibilities

of Rotary. It is for us to realize how much Rotary Clubs can accomplish the world over, and how useful they can be in leading the vanguard of true business progress. The Association's affairs have been so successfully managed that to-day it stands fully equipped, confident and ready to seize the opportunities for greater usefulness. The past of Rotary has been made secure by the sagacity, constructive genius and whole-souled devotion of the founder, Paul Harris. He is the Washington of the movement, the patient, prudent and capable builder, who has builded better than he knew; he has given us two terms of splendid service as our President and now retires by his own insistence, ever to remain first in the hearts of all Rotarians. His farewell address delivered to this Convention, placed Rotary upon its high and proper plane, and removed all the petty, non-essentials that had created dangerous misapprehensions and impeded growth and progress; that great address will be the chart for Rotary Clubs to follow for all time.

I should like to make a suggestion about our magazine—"The Rotarian," subject to the approval of Editor Perry and the associate editors. As our Clubs are not close corporations, but leaders of general business progress and useful to the business man in general, whether or not he is a Rotarian, our magazine should contain some reading matter of general interest, articles that anybody would be interested in reading. Such articles can be very easily obtained because the necessary information is at the finger ends of the Rotarians in different localities. The Duluth associate editor could obtain a most interesting article from some member of his Club on the great Mesaba Range; Spokane could easily send in an article on the Inland Empire, Kansas City on stock-raising, Seattle on the problems of Alaska, and other Pacific cities could tell the business world of the wharf and harbor improvements that they are making in anticipation of the opening of the Panama Canal, thereby inspiring Eastern cities to be up and doing in harbor improvement work.

In conclusion, I most earnestly request the help and co-operation of all of you and your Clubs throughout the coming year. (Applause.)

CO-OPERATION REQUESTED.

Every reader of THE ROTARIAN is earnestly requested to take it upon himself to assist in making the magazine grow and develop into greater usefulness. We want ideas for articles, from contributors, as to illustrations, etc. Your associate editor will be glad to act upon or forward your suggestions.

Official Directory

INTERNATIONAL ASSOCIATION OF ROTARY CLUBS

Headquarters.

911 First National Bank Bldg., Chicago.
U. S. A.

Officers.

1912-1913.

President—Glenn C. Mead, 818 Real Estate Trust Bldg., Philadelphia, Pa., U. S. A.

Vice-Presidents—

George W. Clark, Clark Bldg., Jacksonville, Fla., U. S. A.

Robert H. Clark, John Hancock Bldg., Boston, Mass., U. S. A.

W. J. Clubb, 224 Portage Avenue, Winnipeg, Manitoba, Canada.

Russell F. Greiner, 10th & Central Streets, Kansas City, Mo., U. S. A.

Bob Mabry, 908 Old National Bank Bldg., Spokane, Wash., U. S. A.

H. W. Stanley, 505 Sedgwick Blk., Wichita, Kansas, U. S. A.

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Secretary—Chesley R. Perry, 911 First National Bank Bldg., Chicago, Ill., U. S. A.

Sergeant-at-Arms—Peter E. Powers, 1411 Michigan Ave., Chicago, Ill., U. S. A.

Directors.

Term Expires 1913.

E. J. Filiatrault, c-o Mutual Auto Co., 313 West First Street, Duluth, Minn., U. S. A.

Glenn C. Mead, 818 Real Estate Trust Bldg., Philadelphia, Pa., U. S. A.

Lee B. Mettler, 1320 Main Street, Kansas City, Mo., U. S. A.

Mack Olsen, 254 K. of P. Block, Des Moines, Iowa, U. S. A.

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F. L. Thresher, Globe Bldg., Minneapolis, Minn., U. S. A.

M. Louis Wooley, 444 Market St., San Francisco, Cal., U. S. A.

Term Expires 1914.

Eugene G. MacCan, 18 East 46th St., New York City, N. Y., U. S. A.

William G. Stearns, 301 Chamber of Commerce Bldg., Tacoma, Wash., U. S. A.

AFFILIATED ROTARY CLUBS.

Each Rotary Club extends a cordial invitation to all visiting Rotarians to attend its meetings and to call upon its officers and members.

BALTIMORE (Md.).

President—ALBERT DIGGS, 510 Continental Bldg., Representative General Fire Extinguisher Co.
Vice-President—GEO. W. SCHNIBBLE, McCawley & Co., Overall Mfrs., 111-113 E. Lombard Street.
Secretary—A. EUGENE BLAIR, Cashier New England Life Ins. Co., 500 Continental Bldg.

BOSTON (Mass.).

President—ROBERT H. CLARK, John Hancock Mutual Life Ins. Co., John Hancock Bldg. Phone, Main 5081.

Vice-President—J. W. NEWTON, Yawman & Erbe Mfg. Co., 88 Franklin St. Phone, Main 4532.

Secretary—WM. J. SHOLAR, The Sholar System, 68 Devonshire St. Phone, Fort Hill 2587.
Club Headquarters, Room 213, John Hancock Bldg., 178 Devonshire St.

Luncheons held every Wednesday at 1 p. m., Louis' Cafe, Fayette Court. Monthly meetings held on second Monday of each month at 6:00 p. m., Hotel Nottingham.

BUFFALO (N. Y.).

President—THOMAS H. NOONAN, Attorney, 734 Ellicott Square. Phones, Fron. 420, Sen. 1211.

Vice-President—G. BARRETT RICH, JR., Federal Telegraph & Telephone Co., 332 Ellicott St.

Secretary—HERBERT L. HART, American Surety Company, 701 White Bldg.

Meetings are held on every Thursday at 12:30 p. m. at Hotel Statler.

CHICAGO (Ill.).

President—H. A. CROFTS, Pres. Illinois Paper Box Co., 16 N. Ada St. Phone, Monroe 5340.

Vice-President—GEORGE LANDIS WILSON, Pres. F. Cortez Wilson & Co., 323 W. Lake St. Phone, Main 1523.

Secretary—ALFRED A. PACKER, Ventilating Systems, 910 First Nat'l Bank Bldg. Phone, Rand. 608.

Club Headquarters and Secretary's Office, 910 First Nat'l Bank Bldg. Phone Ran. 608. Club dinners 2nd and 4th Thursdays, 6:30 p. m., at various places. Luncheon every Tuesday, 12:30 to 1:30 p. m., at Hotel LaSalle (Madison and LaSalle Streets) in the German Grill.

CINCINNATI (Ohio).

President—FRANK J. ZUMSTEIN, V.-Pres. Zumstein Taxicab Co., 12 E. 6th St. Phone, Canal 2051.

First Vice-President—WM. T. JOHNSTON, Pres. The Wm. T. Johnston Co., Machinery & Supplies, 3rd & Vine Sts. Phone, Main 3232.

Second Vice-President—JOHN H. DICKERSON, Mgr. The J. B. Moos Co., Cigars-Wholesale, 240 E. 5th Ave. Phone, Can. 4275.

Secretary—CHAS. B. WILBERDING, Tailor, 206 Neave Bldg. Phone, Main 3922.

Club Headquarters and Secretary's office, 200 Neave Bldg. Phone, Main 3922.

Meetings held at McAlpin's, 4th Avenue, West, every Thursday for noon-day luncheon at 12:30 p. m.

CLEVELAND (Ohio).

President—J. J. WEMPLE, Ohio Sash & Door Co., 703-821 Canal Rd. Phones, Central 91; Main 1382.

Vice-President—H. T. BEIDLER, National Screw & Tack Co., Stanton Avenue and C. & P. Ry. Phones, Princeton 775; East 404.

Secretary—WM. DOWNIE, Painting and Decorating, 1018 Prospect Ave. Phones, Main 1180 L.; Cent. 5768 W.

Meetings held 2nd Monday of month at 6 p. m. at various places.

COLUMBUS (Ohio).

President—DUDLEY SCOTT, Hayden Clinton Bldg.

Vice-President—ROBERT B. ALLEN, Virginia Hotel.

Secretary—HERBERT S. WARWICK, Ohio Union.

Luncheons at 12 m. first and third Thursdays of each month.

DALLAS (Texas).

President—LEWIN PLUNKETT, C. F. Blanke Tea & Coffee Co.
 Vice-President—JACOB SCHRODT, Marvin-Schrodt Drug Co.
 Secretary—FRED E. JOHNSON, 1804 Jackson Street, Printing.

DAVENPORT (Iowa).

President—A. F. DAWSON, First National Bank.
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 Secretary—O. R. McDONALD, Advertising Agency, 322 Flynn Bldg. Phone, Walnut 5805.

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 Club Headquarters maintained at office of Secretary. Luncheon every Wednesday at Hotel Griswold at 12:30, except 2nd Wednesday in month for dinner at 6 o'clock.
 HOTEL: Griswold, Grand River Ave. and Griswold St.

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 Vice-President—M. A. THOMSON, Thomson & Stewart, 226 West Michigan St. Phones, Melrose 657; Grand 657.
 Secretary—A. A. MICHAUD, Stephenson Insurance Agency, Wolvin Bldg. Phones, Melrose 2406; Grand 406.
 Club Headquarters maintained at office of Secretary. Dinner every Monday at Elk's Club at 6:15, except every second Monday in month for luncheon at 12:30.

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 Vice-President—RALPH W. DOWDELL, Sales Mgr. Burroughs Adding Machine Co. Phone, Bell 308R.
 Secretary—F. J. DREHER, Life Insurance, 401 Telegraph Bldg. Phone, Bell 2674.
 Meetings held on 1st and 3rd Tuesdays of month at various places.

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 Secretary—WILL STEPHENS, Fire Insurance, 314 Security Bldg. Phones, Home F. 5543; Main 1364.
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 Secretary—C. H. HAMILTON, Gen'l Agt. Sheldon School, 400 Walker Bldg.
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 Secretary—GEO. L. LANG, Security Bank Bldg. Phone Main 774.
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 Secretary—WM. J. BOVARD, Insurance, 902 Hennen Bldg. Phone, Main 633.

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Secretary—CHARLES A. TYLER, Mgr. Bartlett Tours Co., Tourist Agents, 200 South 13th St. Phone, Bell, Walnut 2491.

Regular luncheons at the Bingham Hotel on Wednesdays, 12:30 to 1:30 p. m. Club headquarters, 200 South 13th St.

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Secretary—JAS. H. CONLON, Yawman & Erbe, Office Filing Devices, 723 Liberty Ave. Phone, Grant 2554. Club luncheons held every Wednesday at Fort Pitt Hotel.

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Secretary—J. L. WRIGHT, Portland Printing House Co., 388 Taylor St. Phone, Main 6201 A2251.

Weekly luncheons held every Tuesday at 12:30 p. m. HOTEL: New Perkins, 5th and Washington Sts.

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Vice-President—E. R. DAVENPORT, Electricity, 170 Westminster St. Phone, U-741.

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Secretary—B. F. SCRIBNER, Pres. Franklin Press Co., 112-114 W. 3rd St. Phone, Main 95.

Weekly meetings every Monday at 12:15 p. m. Monthly meetings third Tuesday in each month, at 7 p. m.

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Vice-President—EDMUND L. ALLING, Gillis Baird Motor Car Co., 96 Clinton Ave., South. Phone, 1912.

Secretary—SETH C. CARPENTER, Travelers' Insurance Co., 508-521 Granite Bldg. Phone, 1652.

Club luncheons every Tuesday, 12:30 to 1:30 p. m., at Hotel Rochester.

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Secretary—SAMUEL R. NEEL, Mgr. Stk. Broker, 1004 Newhouse Bldg.

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Secretary—CHARLES K. VOORHEES, Grading and Excavating, 304 American National Bank Bldg.

Meetings of the club are held on Thursday of each week at 12:10 p. m.

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Vice-President—CHAS. M. ELLIOT, Seymour & Elliot, 142 Townsend St. Phone, Kearny 2353, J 2773.

Secretary—R. R. ROGERS, Mfg. Chemist, 527 Commercial St. Phones, Kearney 150; C. 1505.

Club Headquarters at 803 Humboldt Bank Bldg. Weekly luncheons from 12:30 to 1:30 p. m.

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Second Vice-President—W. N. CHANDLER, Cleaner Mfg. Co., 2842 Olive St. Phones, Bomont 42; Central 4630.

Secretary—A. D. GRANT, Pres. Grant-Orvis Brokerage Co., 411 Olive St. Phone, Main 1751.

Club luncheons every Thursday at 12:30, except 1st Thursday of month, at 6:30 p. m.

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Vice-President—CLARENCE C. GRAY, Hay and Grain Commission, 110 East Third St. Phones, Cedar 1500; Tri-State 752.

Secretary—J. W. G. CURTISS, Country Newspaper Advertising, 202 Dispatch Bldg. Phone, Cedar 5102.

Club Headquarters at Ryan Hotel. Regular meetings at Ryan Hotel every Monday at 12:15, except the last Monday in month, when meeting is 6:15.

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 Club Headquarters at office of Secretary. Regular weekly luncheon at Tacoma Hotel every Thursday at 12:30 p. m.

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